CANADIAN

Coin Box

MAGAZINE

THE MUSIC AND AMUSEMENT OPERATORS NEWS MAGAZINE

13th *Anniverary Issue*

1959

DIRECTORY

Edition

OCTOBER 1959

STANDARDS AND SHOW TUNES ARE ON STEREO

DESIGN PATENT PENDING

and standards and show tunes sound best on

SEEBURG STEREO

R.C. GILCHRIST LTD.

Sole Canadian Distributors of Seeburg Music Systems and Vending Machines

33 Dundas St. W., Toronto, Ontario.
1316 Notre Dame St. W., Montreal, Quebec.
1795 West 4th Ave., Vancouver, B.C.

America's Finest and Most Complete Music Systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

Congratulations

To

Coin Box

on your

13*th Anniversary*

LANIEL AMUSEMENT INC.

Telephones:
BUREAU - OFFICE: WE. 3-1124
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Phonograph Distributors and Games of All Kinds

ALL TYPES COIN MACHINE DEVICES SUPPLIED

MONTREAL 3

1807-15 Notre Dame St. West, MONTREAL

CANADIAN
Coin Box
MAGAZINE

PUBLISHER
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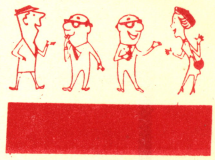
Potpourri



"The time has come," the Walrus said, "To talk of many things:
Of shoes—and ships—and sealing wax—of cabbages and kings."
—Lewis Carroll

C. M. O. A.
DINNER MEETING

☆☆☆☆☆☆☆

The recently formed Toronto Music Operators Association held a dinner meeting on Tuesday, October 20th in Toronto, which was very well attended. All of the executive and the Board of Governors were there, including Jack Howey from Milford Bay. This shows the interest in the organization and the support it is getting. The regular business meetings will be held once a month and it is planned to have a dinner meeting at least every three months and more often if necessary.

At the meeting it was disclosed that 80% of the locations in Toronto were operating on the 35% as set up by the Association and it was indicated that the remaining 20% would be signed up within 90 days.

The members of the Association are very happy with the progress which has been made and they would like to help the other operators throughout Canada, to form other regional groups. They will give all the help they can in drafting by-laws and arranging procedure etc and will send a representative to help any new group, if needed. They would also be pleased to have any operator representing another area drop in on their meetings and arrangements for this can be made through the executive or the secretary.

This Association has aroused a lot of comment across the country and it is hoped that other large centres will form similar Associations, which could be joined to form a strong national association. Differences could be made for local or area conditions but the overall policy and procedure could apply. This would really stabilize the business and assure the operators of strong representation in fight-adverse legislation or conditions while assuring them of a fair return for their work and investment.

* * *

R. C. Gilchrist Ltd. has just received a contract for the new Seeburg 1000 Background Music for a ten year period from Webb & Knapp for installation of this music system in the new T. Eaton Co. Ltd. building being constructed on Wellington Square in London, Ontario. There will be 250 speakers placed throughout the whole shopping centre and outside under the canopies and mall.

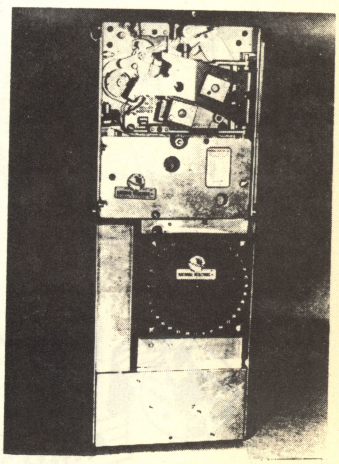
* * *

AUTO-BELL'S "GALLOPING DOMINOS"

AL WARREN

Auto Bell is now in production on a new machine which is creating a lot of interest and should pile up some records for high profits. It is the latest amusement game, Galloping Dominos which includes a "wild feature" and offers a number of ways to score. In a beautiful modern, upright cabinet containing a large cash box and a National Slug rejector the game will be very popular not only with the players but with the operators and location owners. It is in production now and orders are being taken for delivery in Canada.

* * *



COIN ACCUMULATOR

New "8700 series" coin accumulator incorporates a selector and an escrow device. Accumulates nickels, dimes, and quarters for a total of $1.50. Interchangeable with most other National Rejectors coin changer equipment.

Manufactured by National Rejectors Ltd., Toronto.

* * *

put service calls to sleep...

operate UNITED!

Do away with annoying, costly service calls . . . avoid expensive break-downs during periods of peak play . . . install United Music equipment in your busiest locations. Exclusive, simplified United mechanism insures continuous, trouble-free, high-profit operation. New, high-speed record-changer reduces silent time between selections by more than half, resulting in cash-box collections much greater than any other. Keep locations happy. Keep yourself happy. Operate the smoothest, fastest money-maker in the industry . . . operate United. Write today . . . get full details about United's amazing *Unconditional Guarantee.*

UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

A COMPLETE MUSIC SYSTEM
Stereophonic—Monaural

Canadian Representative is

MUSIC DISTRIBUTING CO.

Montreal, Quebec

Wes Van Dusen.

CONGRATULATIONS To The Canadian Coin Box

on its

13th

Anniverary Issue

Select Music Co.

1803 Commercial Drive, Vancouver, B.C.

and

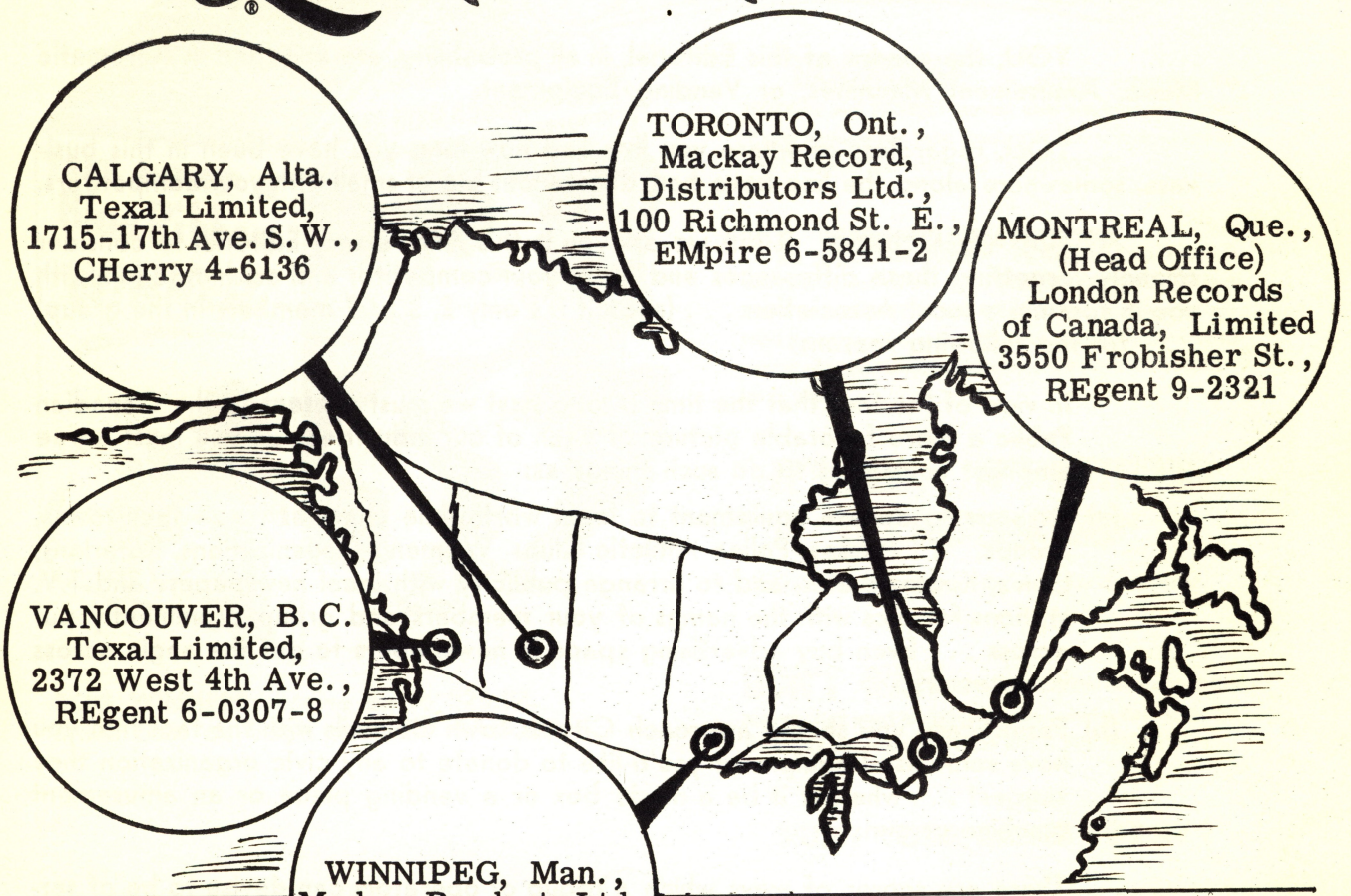
VAN DUSEN BROTHERS

Van Dusen Bros., 10139-112th Street. Edmonton, exclusive distributors.

Van Dusen Bros., 723-10 Ave. W., Calgary

from COAST TO COAST

it's LONDON® RECORDS



For further details please contact your local distributor

IMMEDIATELY AVAILABLE

TO COIN OPERATORS

1. An unmatched speedy service of the following labels: London, Liberty, Atlantic & Atco, Imperial, Dore, Felsted, Cameo, Monument, etc.
2. Between 15 and 20% of the top hundred hits on the national charts.
3. Juke-Box strips of current hits available to you at no extra charge upon your request.
4. A "hot" check-list indicating best selling hits.

OPEN LETTER TO ALL CANADIANS IN THE INDUSTRY

Local Organizations of Operators Is a Must for Every City and County in Canada

YOU, the reader of this Editorial, in all probability, are engaged in Automatic Music, Amusement Machines, or Vending Equipment.

YOU, regardless of where you live and how long you have been in this business, somewhere along the line have had differences big or small with your competitors.

TODAY, October 1959 we ask you in this Anniversary Editorial to consider strongly forgetting these differences and go to your competitor and ask him to join with you in forming a local Association . . . (even if it's only 2, 3 or 7 members in the group) . . . for the following reasons:

In view of the fact that the time is long past we must present to the Canadian Public a more favorable picture of each of our industries . . . you must agree amongst yourselves to do such things as:

(a) Arrange to donate equipment to local worthwhile charities . . . . teen-towns, groups, "Y" classes, Police Athletic Clubs, Women's Organizations, Rotarians, Lion's, Kinsmen, etc., and to arrange publicity with local newspapers and T.V. stations for pics with the names of your members and group prominently put across . . . Even buy advertising space in newspapers to get the angle across if necessary.

(b) Periodically you should approach City or Town Councils with the fact that you have some used equipment you'd like to donate to any civic organization they suggest . . . whether it be a music box or a vending piece or an amusement machine or gun.

There are scores of ways which a group of operators can devise to be of service to their community . . . . if you wouldform your local group this week . . . GET R OLLING . . . and let us know and we will be available to lend publicity in getting the message across both on a local level and a national level.

PLEASE LET THIS SINK IN . . . it's easy to do . . . but no one can do it better than you.

We toss the ball to YOU . . . you carry it and let us know how we can help you.

REMEMBER . . . we want an organized group in every town and city . . . and every county in Canada.

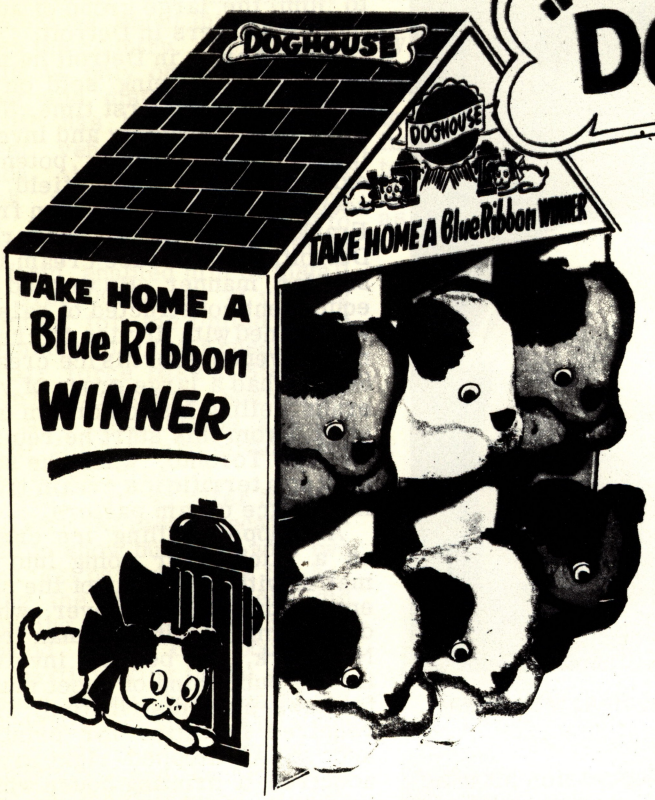
It won't cost you anything . . . but a little time and will pay off handsomely in dividends in the future.

May I please hear from you right away how you are getting along?

Thanks . . . and GOOD LUCK.

Eddie Sargent,
Editor.

Make a HARD $ the SOFT way with our "DOGHOUSE"



DOG WINNERS receive up to $25.00.
Break Seal on Dog's neck for PAYOFF.

"DOGHOUSE" is, without exception, the HOTTEST and FASTEST moving deal you have ever seen. If your business has been running in the red, it certainly won't be after you have used "DOGHOUSE".

A THOUSAND WORDS won't explain this deal as well as one trial "DOGHOUSE" will. This item is sold on a MONEY-BACK GUARANTEE, so if you haven't tried it yet, do so at once. We haven't had one dissatisfied user of all of the thousands who have bought "DOGHOUSE" up to now.

IT'S NEW, IT'S DIFFERENT, IT'S FASCINATING!

Your order will be shipped the same day it's received.

DON'T WAIT - - every day you do, you're losing money. Any good spot should move a deal a day. With this deal, you can make A HARD BUCK THE SOFT WAY.

RUSH YOUR ORDER TODAY!

"DOGHOUSE"

This deal takes in	$300.00
Pays out	$200.00
Profit	$100.00
Less cost of deal	$ 20.00
Net profit	$ 80.00

Your profits will be large on the fastest moving item you've ever seen.

$20.00 per deal

25c play only

"DOGHOUSE" PAY OUT

2 - $25.00 winners	— $50.00
2 - $10.00 winners	— $20.00
2 - $ 5.00 winners	— $10.00
60 - $ 1.00 winners	— $60.00
120 - $ .50 winners	— $60.00
TOTAL PAYOUT	— $200.00

You should sell a complete "DOGHOUSE" every night in the week.

FOR GUARANTEED COMPLETE SATISFACTION AND FRIENDLY PERSONAL SERVICE

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THRIVES ON HUNGER

Al Siegel and Deputy Governor Bell of Nevada, at Reno where entertainment is tops.

Al Siegel thrives on hunger. Every night he has about 2000 hungry people seeking food and entertainment at his Elmwood Casino and Club Oasis, but this is not the only hunger he knows. He has an inner hunger, a driving desire to do things and to do them well. Ever since he arrived in Toronto for the first time, at the age of four, he has been driven to produce. He arrived from Kiev, with his parents and since then Toronto has been a major location in the building of his large entertainment and vending empires.

Young Al Siegel attended Ogden and Ryerson schools in Toronto until he was fifteen and then he apprenticed as an electrician. With the application which was to mark him for success, Al worked at his trade and soon owned his own business. One of his big jobs was the wiring of Rouyn in northern Quebec. This city was established in the midst of a bushland wilderness. Memories of this early work include the thrill of turning on the first light in this area, a 200 watt light outside a large work shack.

When the depression hit after the big stock market crash, it affected all building trades and slowed Al down with everybody else. However, he had no intention of marking time and so left Toronto and the electrical field to join the large group of automotive workers in Detroit.

While he was in Detroit he noticed apples being sold on the streets for the first time. This aroused his curiosity and investigation indicated the potential existing in the vending field. He sought and won permission from Frank Murphy, then Mayor of Detroit, to vend ice cream in a similar manner. He worked out equipment constructed of balsam wood, lined with dry ice to create mobile vendors for his ice cream. Soon he had a large group of veterans selling his ice cream on a stick. From this start he returned to Toronto, where he soon built up a terrific ice cream trade in four ice cream parlors.

Al stopped selling ice cream on a stick after going into the matter with the owner of the patent on the idea. However, while discussing it with the man from New York, Al became involved in the publishing of sheet music for news-stand distribution. This required facilities for printing and so Al stepped right in and acquired a printing house which has since prospered.

Another musical venture, which

Al Siegel at the Elmwood with some of the cast.

sprang from this, was the pressing of phonograph records. This did not succeed to the extent of the others. However the printing plant still prints the envelopes for packaging records.

The contacts in the musical field led to a Canadian distributorship for Wurlitzer coin operated music equipment. With headquarters in Toronto, this operation employs about thirty people across the country.

This is only one phase of his selling and distributing operation. He has built up one of the biggest vending businesses in Canada, handling vending machines which vend everything from cigarettes and coffee to clean laundry. His contacts in this field enabled him to install over $100,000 worth of vending equipment for the United States Government in the Ernest Harmon air force base at Stephenville in Newfoundland. Such large sales and installations are not unusual for his hard hitting, efficient sales force.

A year or so after the last World War, Al Siegel became involved in show business with two others as partners. At the beginning the three partners did everything themselves at the Elmwood when they bought it, even participating in the show if required. On one occasion Al put on blackface and did an Al Jolson bit. Eventually Al bought out his two partners and became sole owner of the Elmwood. He has built up the property until it now has a value close to $2,000,000, about 12 to 13 times the original investment. The Motel which adjoins the Elmwood is very popular and is usually filled. In fact, not so long ago Al had to stay at a rival motel on one of his visits to Windsor. He has since built a luxurious penthouse at the Elmwood so that he can now be sure of accommodation.

A more recent venture is the Toronto Barclay Hotel, which Al bought about a year ago. Extensive renovations to the hotel and the building up of the Club Oasis has already more than doubled his original investment, estimated at $500,000.

The Club Oasis seats about 450 people as a supper club. It is one of the best spots in Ontario for good food and outstanding entertainment. Al has plans for it, which will make it one of the best in the country. The famous Elmwood has boasted such names from the field of entertainment as Sammy Davis, Eartha Kitt, Milton Berle, Billie Daniels, Sophie Tucker, Victor Borge, Liberace and Pattie Page and Al plans to have these stars and others at the Barclay.

Sammy Davis Jr. had the Elmwood bursting at the seams and as Al says, "Sammy Davis was a sort of experiment, which proved very successful and there is no doubt he will be back in the fall for a long run".

Al is still restless, still driven by that urge to produce and although he could sit back at 54 and relax, he has no such plans. He intends to keep busy, seeking to improve what he has and willing to take on more. His zest for living and achieving is contagious as those who work with him will tell you. He imbues others with the same desire to forge ahead, overcome obstacles and succeed.

Al isn't impressed by his success. As he says "I could cash in any time and what good is money then? When you die it doesn't really matter whether you leave your family a small fortune or a large one. One thing I am proud of is that I employ 350 people in my organization and and that is worthwhile".

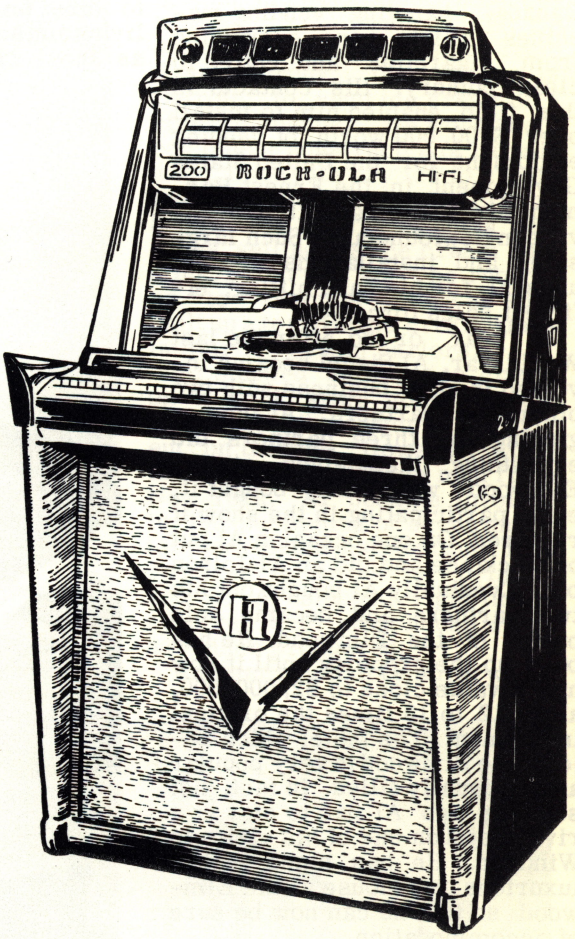
There is little doubt that, although he has the biggest vending distributorship operation in the country, he will continue to expand and create in this field, which holds such a bright future for so many.

* * *

Sammy Davis Jr. arrives safely at Malton airport where Al Siegel met him. John Hopkins, stage manager has Sammy safely in hand.

THE SWITCH IN '59 IS TO ROCK-OLA

...for dependability
...for maximum profits
...for customer appeal



Again in 1959 Rock-Ola phonographs have proven their outstanding dependability in all types of locations. Factory sales figures show that more operators everyday are making the big switch to Rock-Ola because only Rock-Ola's trouble-free phonographs assure a maximum of plays with a minimum of service.

For the biggest profit from each location, join the switch to Rock-Ola.

see the

ROCK-OLA *tempo*

line at your nearest Rock-Ola distributor today. Your profits will be glad you did!

ROCK-OLA Manufacturing Corporation
800 N. Kedzie Ave.. Chicago 51, Ill.

ROCK-OLA

DISTRIBUTORS

Provide These Services For YOU

RMC DISTRIBUTORS

★ A full stock of automatic phonographs and accessories including all new current model ROCK-OLA'S and rebuilt late models, all makes.

★ A factory trained and supervised service department with a complete inventory of genuine ROCK-OLA parts.

★ The top dollar market for your trade-ins.

★ A broad financing service to provide help in the selection of the best payment plan for your individual requirements.

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68 Water St., St. John's, Nfld., Can.

Lawrence Novelty Co.
540 Boucher St., Montreal, Que., Can.

Select Music Co.
1803 Commerical Drive, Vancouver, B.C., Canada.

Van Dusen Bros
10139 112th Street, Edmonton, Alberta, Canada.

Winnipeg Coin Machines
768 Notre Dame Avenue,
Spruce 2-2429
WINNIPEG, Man.

Jack L. Howey
Milford Bay, Ontario

NOTICE

THROUGH OUR EXTENSIVE COURT PROCEEDINGS WE HAVE WON OUR CASE AGAINST CAPAC!

This Defence has been costly and now we must have a substantial sum of MONEY to defray our EXPENSES.

THIS VICTORY WILL SAVE OPERATORS THOUSANDS OF DOLLARS EACH YEAR . . AND WE MUST STAND READY TO MAINTAIN OUR POSITION

YOUR HELP IS NEEDED TODAY. PLEASE MAIL CHEQUE TO CANADIAN MUSIC OPERATORS ASSOCIATION

c/o Eddie Sargent, Secretary Treasurer
Owen Sound, Ont.

EXECUTIVE Al Siegel R. C. Gilchrist
Albert Clavir R. Laniel

The Canadian Music Operators Assn.

CONGRATULATIONS

To The

Canadian Coin Box

We appreciate having a publication and an Editor who will fight for the rights and will always see that exploitation is taken out of this business.

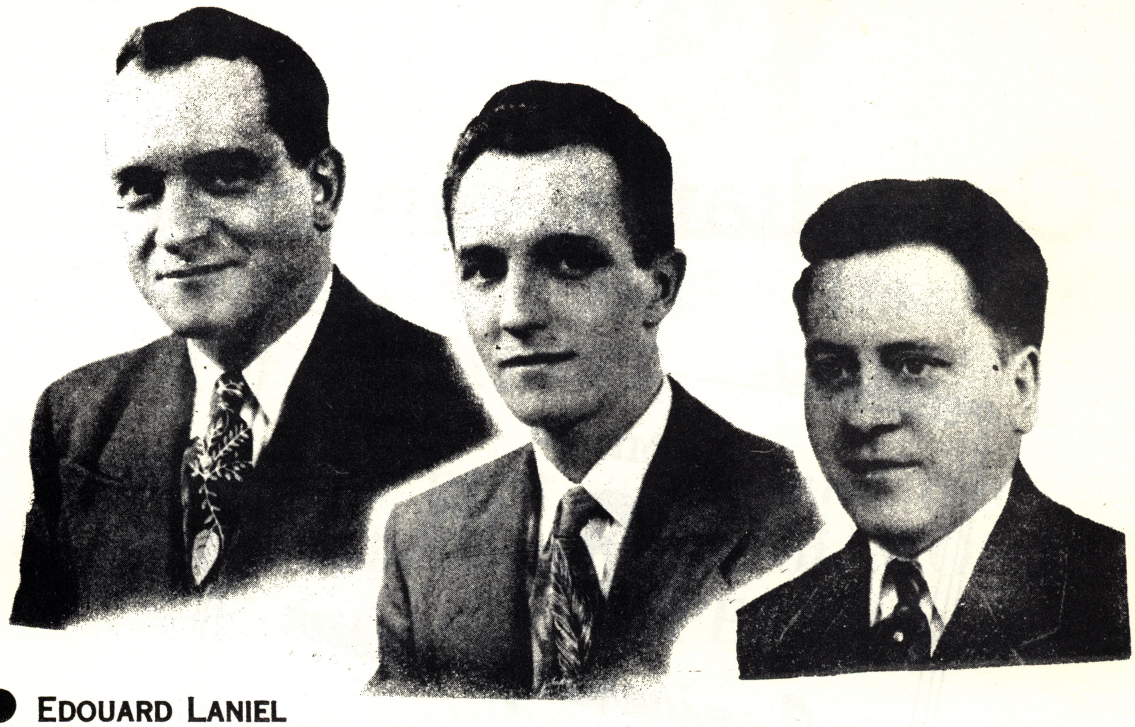
The Canadian

Music Operators

Assn.

EXECUTIVE --

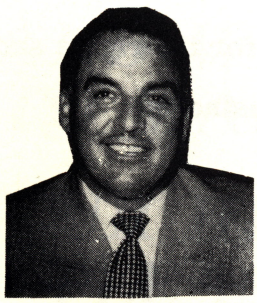
AL SIEGEL - R. C. GILCHRIST - ALBERT CLAVIR - R. LANIEL - EDDIE SARGENT



EDOUARD LANIEL
PRESIDENT

GAETAN LANIEL
VICE PRESIDENT
of Laniel Amusement, Montreal.

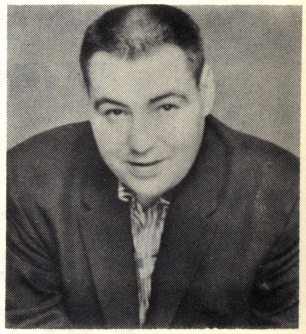
ROMEO LANIEL
SEC. TREASURER

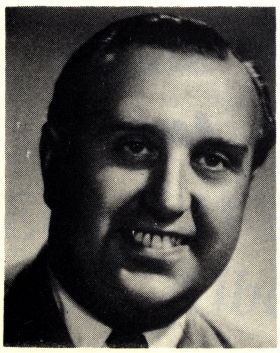


Bryce Van Dusen,
Edmonton.

Leo Sherman.

Donald Fielding,
Fielding Amusements,
Windsor.

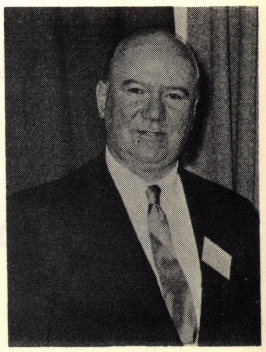




Jerry Janda,
New Way Sales,
Toronto.

Louis Vittere,
St. Maurice Music,
Three Rivers.

Laurent Lemieux,
Lemieux Amusements,
Quebec City



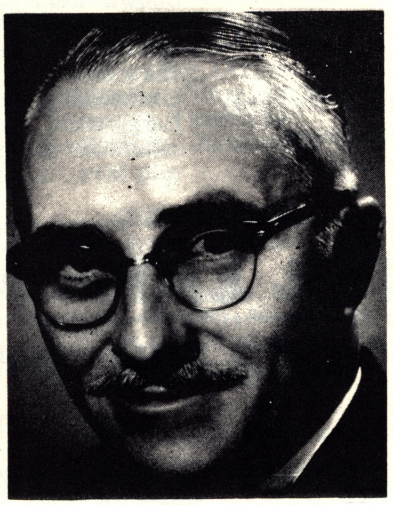
Sam Schwartz,
Montreal.

WELL KNOWN PERSONALITIES

Leonard Drapkin,
Lawrence Novelty

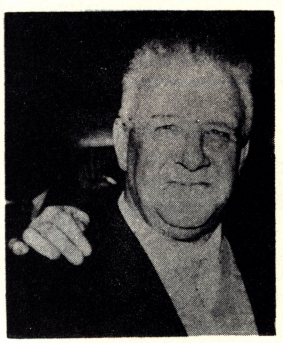
The Three Rubenstein Brothers, Lewis, Bunny and Maurice.

Martin McGill
R.C. Gilchrist
Toronto Office.

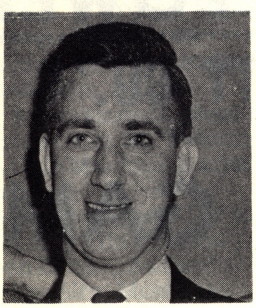


Frank Day.
Manager R.C. Gilchrist Ltd.
Vancouver Office.

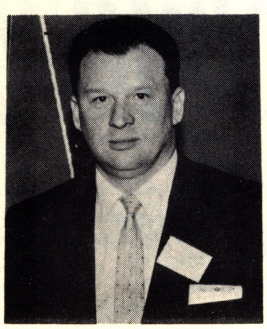
M. A. Cardinal, General Manager
R.C. Gilchrist, Quebec. Ltd.



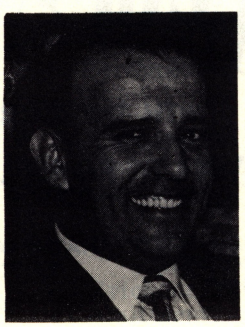
Geo Jowatt,
Morrisburg.



Claude Lemieux

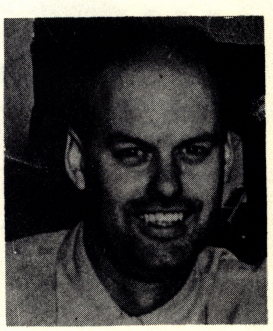


Art Lipton,
Toronto.



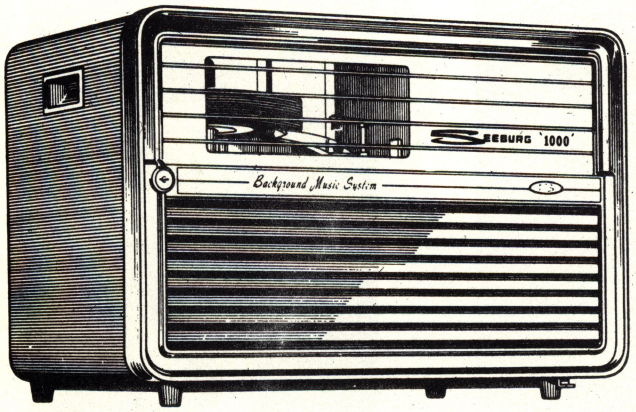
Bob Gauvin
Quebec.

Clifford Falardeau
Monte Joli, Que.



Gordon Westwood,
Alberni, B.C.
Wurlitzer Operator.

...the New Seeburg *1,000*

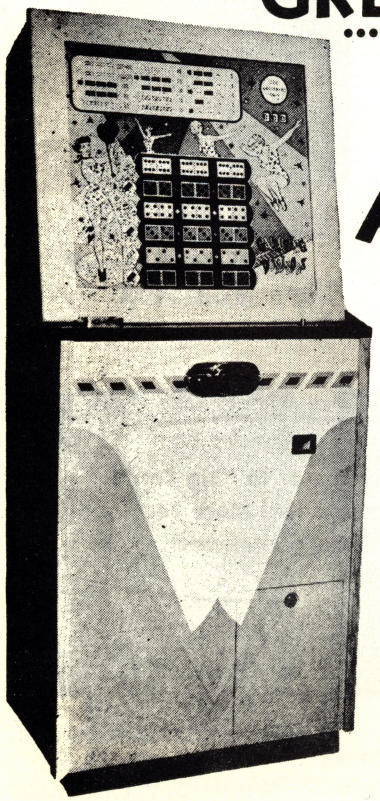


REVOLUTIONARY in every respect

- 1000 selections on only 25 records
- Almost 40 hours of music without repeating a selection
- 100% automatic operation
- Self-contained (no central studio)
- Paging and public address
- Lightweight and compact

Shown here are Mr. and Mrs. Jack Lacaille of Sturgeon Falls--where Jack is a popular music operator They are holding the trophy proclaiming the winner in the Englehart Sportsmens' Show Old-time fiddlers contest. Mr. Lacaille said it was the first time he had entered a fiddlers contest. He conducts a dance orchestra in his home town. Mr. and Mrs. Lacaille have four children.

GREATER EARNING POWER !!



AUTO-BELL NOVELTY CO.'S NEWEST

AMUSEMENT GAME

"GALLOPING DOMINOS"

WITH THE EXTRA "WILD FEATURE"

APPROVED EVERYWHERE
5-10-25¢ COIN PLAY
PHONE—WIRE—WRITE

NATIONAL SLUG REJECTOR

SHIPPING WEIGHT 130 LBS.

NEW STREAMLINED CABINET

LARGE CASH BOX

401-403 N WOOD ST. TAylor 9-2788 CHICAGO 22, ILL.

1959 DIRECTORY AND SOURCE BOOK OF THE COIN MACHINE INDUSTRY

NOTICE: While every effort has been made to make all listings in this publication as complete and accurate as possible, we cannot assume any responsibility for errors or omissions.

CLASSIFIED INDEX OF MACHINES, SUPPLIES AND SERVICES

★ BOWLING GAMES

E. Chevrier Amusements, Toronto, Montreal.
Fielding Amusements, Windsor.
Frank Kirke, Toronto.
Kiddie Land Amusements, Regina
Laniel Amusements, Montreal
Lawrence Novelty, Montreal
Leader Coin Machine, Vancouver
Lewis Music Sales, Hawkesbury
Music Dist'g. Co., Montreal
Modern Coin Amusement, Regina
New-Way Sales Ltd., Toronto.
Wm. Pound Agencies, St. Johns, Nfld.
Pullmer & Co., Winnipeg.
Regent Vending, Ottawa
Resort Attractions, Winnipeg
Select Music, Vancouver
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver
Star Amusements & Vending, Stephenville, Nfld.
Sterling Amusements, Regina
St. Thomas Coin, St. Thomas
Toronto Coin Machine Exchange, Toronto.
Toronto Trading Post, Toronto
United Dist'g., Hawkesbury, Ont.
Van Dusen Bros., Edmonton
Victory Novelty, Montreal.
Western Music Machine Co., Edmonton.
Wilson Coin Machine, Winnipeg.
Winnipeg Coin Machine, Winnipeg.

★ BULK CONFECTIONS CHARMS & TOYS

Al La Porter Enterprises, Ottawa
Automatic Sales, Montreal.
Koin King Vending, Toronto.
Laniel Amusements, Montreal
McPhail Vending, Toronto
N. American Impt'g. Co. Windsor
Penny King Co., Pittsburgh
Pullmer & Co., Winnipeg.
Quebec Vending, Montreal
Regent Vending, Ottawa.
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver.
United Dist'g., Hawkesbury, Ont.

★ BULK VENDERS

Al La Porter Enterprises, Ottawa
Automatic Sales, Montreal
Koin King Vending, Toronto
Laniel Amusements, Montreal
McPhail Vending, Toronto
N. American Impt'g. Co., Windsor
Penny King Co., Pittsburgh
Pullmer & Co., Winnipeg
Quebec Vending, Montreal
Regent Vending, Ottawa.
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver.
United Dist'g., Hawkesbury, Ont.

★ COIN CHANGERS

Canadian Restroom Equipment Co., Toronto
Laniel Amusements, Montreal
Lawrence Novelty, Montreal
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver.

COIN COUNTING EQUIPMENT

Canadian Restroom Equipment Co., Toronto.
E. A. Horton Sales, Peterboro

★ CONSOLES

(see One Balls)

★ COUNTERS FOR COUNTING PLAYS

E. A. Horton Sales, Peterboro.

★ DECALCOMANIA TRANSFERS

Acme Decalcomania, Toronto
Automatic Sales, Toronto

★ FORTUNE MACHINES QUESTION BOXES

F. E. Erickson, North Sacramento, California.

★ FREE PLAY GAMES

(See Pinball Games)

★ GLOBES FOR VENDERS

(i. e. glass containers)
Al La Porter Enterprises, Ottawa.
Automatic Sales, Montreal
Koin King Vending, Toronto
Laniel Amusements, Montreal
McPhail Vending, Toronto
N. American Impt'g. Co., Windsor
Penny King Co., Pittsburgh
Pullmer & Co., Winnipeg
Quebec Vending, Montreal
Regent Vending, Ottawa.
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver.
United Dist'g., Hawkesbury,

★ GUM VENDERS

Al La Porter Enterprises, Ottawa
Automatic Sales, Montreal
Carlton Automatic Venders, Toronto
Knowles Bailey Ltd., Toronto
Koin King, Toronto
Laniel Amusements, Montreal
McPhail Vending, Toronto
N. American Impt'g. Co., Windsor
Pulmer & Co., Winnipeg
Regent Vending, Ottawa
Siegel Dist'g., Toronto, Winnipeg, Montreal, Vancouver.
United Dist'g., Hawkesbury.

★ GUM PRODUCTS

Adams Brands Ltd., Toronto
Al La Porter Enterprises, Ottawa
Automatic Sales, Montreal
Knowles Bailey Ltd., Toronto
McPhail Vending, Toronto.
Regent Vending, Ottawa
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver.
Wm. Wrigley, Jr. Co., Toronto

★ HAIR AND HAND DRYERS COIN OPERATED

Canadian Restroom Equipment Co. Toronto.

★ **KIDDIE RIDES**

Automatic Sales, Montreal
E. Chevrier Amusements, Toronto, Montreal.
Fielding Amusements, Windsor
Frank Kirke Novelty, Toronto.
Laniel Amusements, Montreal
Lawrence Novelty, Montreal
Leader Coin Machine, Vancouver
Lennox Dist'g., Edmonton
New-Way Sales, Toronto
Wm. Pound Agencies, St. John, Nfld.
Pullmer & Co., Winnipeg
Regent Vending, Ottawa
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver
Star Amusement & Vending, Stephenville, Nfld.
Toronto Coin Machine Exchange, Toronto.
Toronto Trading Post, Toronto
United Dist'g., Hawkesbury.
VanDusen Bros., Edmonton
Victory Novelty, Montreal
Western Music Machine, Edmonton
Winnipeg Coin Machine, Winnipeg

★ **MUSIC — COIN OPERATED PHONOGRAPHS**

E. Chevrier Amusements, Toronto, Montreal.
Fielding Amusements, Montreal
R. C. Gilchrist Ltd., Toronto, Montreal, Vancouver
Frank Kirke, Toronto
Kiddie Land Amusements, Regina
Knowles Bailey Ltd., Toronto
Jack Howey, Milford Bay, Ont.
Laniel Amusement, Montreal
Lawrence Novelty, Montreal
Leader Coin Machine Co., Vancouver
Lewis Music Sales, Hawkesbury
Modern Coin Machine Co., Vancouver
Modern Coin Amusement Co., Regina.
Music Dist'g. Co., Montreal
New-Way Sales Ltd., Toronto
Wm. Pound Agencies, St. Johns, Nfld.
Pullmer & Co., Winnipeg
Regent Vending, Ottawa
Resort Attractions, Winnipeg
Select Music Co., Vancouver
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver
Star Amusement & Vending, Stephenville, Nfld.
Sterling Amusements, Regina
St. Thomas Coin Sales, St. Thomas
Toronto Coin Machine Exchange, Toronto
Toronto Trading Post, Toronto
United Dist'g., Hawkesbury
United Music, c/o Alex Boudrau, Halifax
Van Dusen Bros., Edmonton
Victory Novelty, Montreal
Western Music Machine Co., Edmonton
Wilson Coin Machine, Winnipeg
Winnipeg Coin Machine Co., Winnipeg.

★ **NAME PLATES**

Acme Decalcomania Co., Toronto
Canada Decalcomania Co., Toronto
E. Chevrier Amusements, Toronto and Montreal
Regent Vending, Ottawa
Toronto Trading Post, Toronto

★ **NUTS**

Planter's Peanuts, Toronto

★ **NUT VENDERS**

Automatic Sales, Montreal
Al La Porter Enterprises, Ottawa
Koin King, Toronto
Laniel Amusements, Montreal
McPhail Vending, Toronto
N. American Impt'g., Co., Windsor
Pullmer & Co., Winnipeg
Quebec Vending Machine Co., Montreal
Regent Vending, Ottawa
United Dist'g., Hawkesbury

★ **ONE BALLS**

(See Pin Ball Games)

PARTS & SUPPLIES

Carlton Automatic Venders, Toronto
Koin King, Toronto
McPhail Vending, Toronto
Regent Vending, Ottawa
Siegel Dist'g., Toronot, Montreal, Winnipeg, Vancouver.
St. Thomas Coin Sales, St. Thomas

★ **PEN VENDERS**

Automatic Sales, Montreal
Die-Cast Products, Winnipeg
Koin King, Toronto
Pullmer & Co., Winnipeg

★ **PHONOGRAPHS**

(See Music)

★ **PENNY MECHANISIMS**

Al La Porter Enterprises, Ottawa
National Rejectors Ltd., Toronto

★ **PERFUME VENDERS**

Al La Porter Enterprises, Ottawa
Automatic Sales, Montreal
Perfumatic of Canada, Toronto

★ **PHONOGRAPH RECORDS**

Apex Records, Compo Co. Ltd., Montreal
Capitol Records, Toronto, Montreal.
Chevrier's One-Stop, Toronto
Columbia Records, Toronto, Montreal
Coral Records, Compo Co. Ltd., Montreal
London Records, Vancouver, Winnipeg, Calgary, Toronto, Montreal
Quality Records, Toronto
R. C. Gilchrist, Ltd., Toronto
R. C. A. Victor Records, Toronto, Montreal
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver.
Sparton of Canada, Toronto
Winnipeg Coin Machine Co., Winnipeg

★ **PHOTOGRAPH MACHINES**

Auto Photo Co., Montreal

★ **PINBALL & SKILL GAMES**

E. Chevrier Amusements, Toronto, Montreal.
Federal Amusements, Montreal
Fielding Amusements, Windsor
Frank Kirke, Toronto
Koin King Vending, Toronto
Laniel Amusements, Montreal
Lawrence Novelty, Montreal
Lewis Music Sales, Hawkesbury
New-Way Sales Ltd., Toronto
Pullmer & Co., Winnipeg
Wm. Pound Agencies, St. John, Nfld.
Regent Vending, Ottawa
Resort Attractions, Winnipeg
Siegel Dist'g., Toronto, Winnipeg, Montreal, Vancouver
Select Music, Vancouver
Star Amusements & Vending, Stephenville, Nfld.
Sterling Amusements, Regina
St. Thomas Coin Sales, St. Thomas
Toronto Coin Machine Exchange, Toronto.
Toronto Trading Co., Toronto
Trans Canada Dist'g., Halifax
United Dist'g., Hawkesbury
Van Dusen Bros., Edmonton
Victory Novelty, Montreal
Western Music Machine Co., Edmonton.
Winnipeg Coin Machine Co., Winnipeg.
Gus Winters, St. John, Nfld.

★ **PLASTICS**

Aacon Industries, Brooklyn, N. Y.
Automatic Sales, Montreal
Koin King Vending, Toronto
McPhail Vending, Toronto
Regent Vending, Ottawa
Siegel Dist'g., Toronto, Winnipeg, Montreal, Vancouver
Toronto Trading Post, Toronto

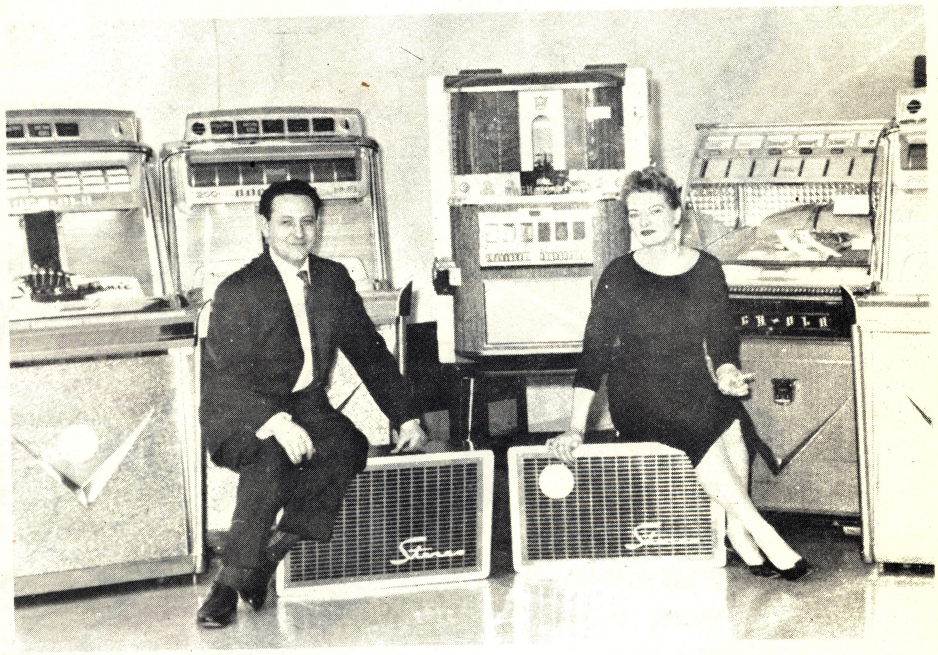
Continued on Page 25

ROCK-OLA ANNOUNCES NEW TERRITORIES FOR TWO CANADIAN DISTRIBUTORS

J. HOWEY

New territories for two Canadian Distributors of the Rock-Ola Manufacturing Corporation were announced today by Mr. E. G. Doris, Executive Vice President of Rock-Ola. The two firms involved are the Winnipeg Coin Machine Company in Winnipeg, and Jack L. Howey in Milford Bay. These changes are effective November 1, 1959.

The Winnipeg Coin Machine Company in addition to the Province of Manitoba, which it now covers, will cover the counties of Kenora, Thunderbay and Rainy River in Ontario.



Shown above Roman Kozoris and Marion Morosonick

Jack L. Howey in Milford Bay, will cover the counties of Cocrane, Temiskaminque, Algame, Sudbury, Parry Sound, Nipissing, Bruce, Grey, Dufferin, Simcoe, Muskoka, Haliburton and Renfrew in Ontario.

* * *

ROCK-OLA APPOINTS NEW-WAY SALES COMPANY DISTRIBUTOR IN CANADA

Mr. E. G. Doris, Executive Vice President of the Rock-Ola Manufacturing Corporation, recently announced the appointment of the New-Way Sales Company as a distributor for Rock-Ola phonographs covering some thirty-eight counties in the Province of Ontario. These counties cover the Southern and Eastern part of the Province and consist of the following counties by name:

Huron, Kent, Perth, Middlesex, Essex, Elgin, Norfolk, Oxford, Brant, Haldimand, Lincoln, Lambton, Wellington, Welland, Wentworth, Waterloo, Halton, Peel, Stormont, York, Ontario, Victoria, Durham, Peterborough, Northumberland, Hastings, Prince Edward, Lennox, Addington, Frontenac, Lanard, Leeds, Carleton, Grenville, Russell, Dundas, Prescott, Glengarry.

Mr. Doris stated that the New-Way Sales Company was a welcome addition to the Rock-Ola distributor organization and said that this was another step in Rock-Ola's policy of continually improving its sales organization to offer better service to its many customers in the Canadian Market.

* * *

JERRY JANDA

4 REASONS WHY WURLITZER SALES ARE OUT IN FRONT BY SEVERAL LENGTHS

GET THEM PULLING TOGETHER FOR YOU

BUY

WURLITZER

Stereophonic-High Fidelity

PHONOGRAPHS

AVAILABLE IN 100 · 104 AND 200 SELECTIONS

SIEGEL DISTRIBUTING COMPANY

LIMITED

Exclusive WURLITZER *Distributors*

TORONTO	MONTREAL	WINNIPEG	VANCOUVER
637 Yonge St.	753 Chatham St.	283 Madison St. James	947 West Broadway

Coming your way—

BIG

PHONO BARGAINS

AVAILABLE FOR IMMEDIATE DELIVERY

WURLITZER **A.M.I.** **SEEBURG**

ALL MODELS IN STOCK

RECONDITIONED
AND FULLY GUARANTEED
FOR ONE YEAR

FOLLOW THE BIG PARADE TO

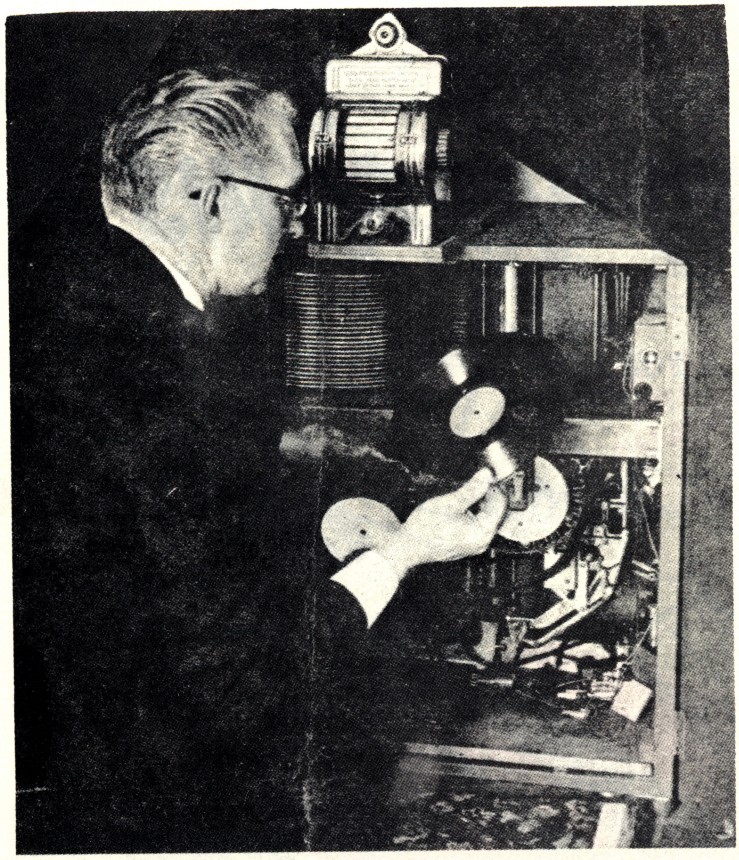
SIEGEL DISTRIBUTING COMPANY
LIMITED

Exclusive WURLITZER *Distributors*

TORONTO	MONTREAL	WINNIPEG	VANCOUVER
637 Yonge St.	753 Chatham St.	283 Madison St. James	947 West Broadway

Tiny Church

has room for only six pews, but with a jukebox playing sermons for 10 different denominations



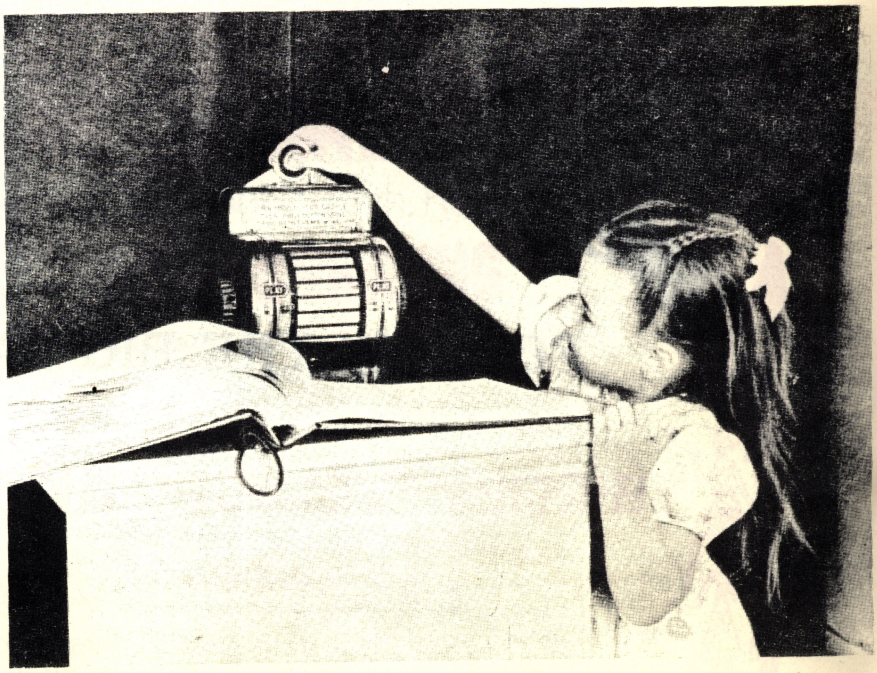
Rev. E. C. O'Brien, founder of the tiny chapel on the Dinosaur Trail near Drumheller, Alta., instals a hymn recording in its jukebox, which also gives out sermons at the touch of a button.

"The World's Largest Little Church," a tiny wayside chapel on the Dinosaur Trail, in the Drumheller Badlands--an area of hills and valleys rich in petrified dinosaur bones and clam shells which are estimated to be in the region of 70 million years old.

In the first nine months after the chapel's dedication in July last year, more than 36,000 tourists passed through its narrow doorway. Inside, they found a jukebox--rigged to play at the touch of a button instead of the drop of a coin--with a repertoire of 10 sermons for different denominations and a dozen hymns. Six single-seat pews almost fill the interior of the chapel,which measures a mere 11 by seven feet. Eight "stained-glass" windows, painted by local sign painter Robert Gilson, line the white and pink wooden walls, and a retired locomotive bell hangs in the 12-foot steeple.

The chapel was founded by Rev. E.C. O'Brien, the 34-year-old minister of Drumheller Pentecostal Tabernacle. "It was all God's idea," says the pastor, who is a part-time newspaper correspondent and father of a six-year-old daughter.

Ten local clergymen recorded the brief meditations for the jukebox, which was donated by a Drumheller cafe.



Wedding March is jukebox selection by Lynn Boldt. The hymn most often selected: Abide With Me.

DIRECTORY

Continued from Page 20

★ **POOL TABLES**
E. Chevrier Amusements, Toronto, Montreal
Federal Amusements, Montreal
Fielding Amusements, Montreal, Windsor
Kiddie Land Amusements, Regina
Frank Kirke Novelty, Toronto
Koin King Vending, Toronto
Laniel Amusement, Montreal
Lawrence Novelty, Montreal
Lewis Music Sales, Hawkesbury,
Modern Coin Amusements, Regina
Music Dist'g., Montreal
New-Way Sales Ltd., Toronto
Wm. Pound Agencies, St. Johns,
Pullmer & Co., Winnipeg
Resort Attractions, Winnipeg
Select Music Co., Vancouver
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver
Standard Novelty, Montreal
Sterling Amusements, Regina
Toronto Trading Post, Toronto
Trans. Can. Dist'g., Halifax
United Dist'g., Hawkesbury
Van Dusen Bros., Edmonton
Victory Novelty, Montreal
Western Music Machine Co., Edmonton
Winnipeg Coin Amusements, Regina
Gus Winters, St. Johns, Nfld.

★ **POPCORN**
Al La Porter Enterprises, Ottawa
Beaver Specialties, Toronto
Super Pufft Popcorn, Toronto

★ **POPCORN VENDERS**
Al La Porter Enterprises, Ottawa
Automatic Sales, Montreal
Beaver Specialties, Toronto
Koin King Vending, Toronto
Pullmer & Co., Winnipeg
Regent Vending, Ottawa
Super Pufft, Toronto
Trans Canada Dist'g., Montreal

★ **POSTAGE STAMP VENDERS**
Automatic Sales, Montreal
E. Chevrier Amusements, Toronto, Montreal
Hamilton Scales Co., Toledo, Ohio
Laniel Amusements, Montreal
N. American Impt'd., Co., Windsor.
Regent Vending, Ottawa

★ **POSTCARD VENDERS**
Laniel Amusements, Montreal

★ **RAY GUNS & CONVERSIONS**
E. Chevrier Amusements, Toronto, Montreal
R. C. Gilchrist Ltd., Toronto, Montreal, Winnipeg, Vancouver

★ **SANITARY NAPKIN VENDERS**
G. H. Wood Co., Toronto

★ **SCALES**
Al La Porter, Enterprises, Ottawa
Hamilton Scales Co., Toledo, Ohio
Wm. Pound Agencies, St. Johns, Nfld.
Regent Vending, Ottawa
Toronto Trading Post, Toronto
United Dist'g., Hawkesbury

★ **SERVICE CARTS**
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver

★ **SHOPPING BAG VENDER**
Vendomatic Ltd., Toronto

★ **SHUFFLE GAMES**
(See Bowling Games)

★ **SKILL GAMES**
(See Pinball Games)

★ **SLUG REJECTORS**
National Rejectors Ltd., Toronto
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver
Toronto Trading Post, Toronto

★ **SPEAKERS**
E. Chevrier Amusements, Toronto, Montreal
R. C. Gilchrist Ltd., Toronto, Montreal, Vancouver
Knowles Bailey Ltd., Toronto
Lawrence Novelty, Montreal
Music Dist'g. Co., Montreal
New-Way Sales Ltd., Toronto
Pullmer & Co., Winnipeg
Select Music Co., Vancouver
Siegel Dist'g., Toronto, Montreal, Vancouver Winnipeg
Toronto Trading Post, Toronto
Van Dusen Bros., Edmonton
Western Music Co. Edmonton

★ **SUNDRIES**
Vendomatic Ltd., Toronto

★ **SWITCHES**
National Rejectors Ltd., Toronto
Toronto Trading Post, Toronto

★ **TARGET & SHOOTING GAMES**
(See Pinball & Skill Games)

★ **TITLE STRIPE**
E. Chevrier Amusements, Toronto, Montreal.
R. C. Gilchrist Ltd., Toronto, Montreal, Vancouver
Siegel Dist'g., Toronto, Winnipeg, Montreal, Vancouver
Pullmer & Co., Winnipeg
Toronto Trading Post, Toronto

★ **TONE ARMS**
R. C. Gilchrist Ltd., Toronto, Montreal, Vancouver
Siegel Dist'g., Toronto, Winnipeg, Montreal, Vancouver
Toronto Trading Post, Toronto

★ **WALL & BOX BARS**
E. Chevrier Amusements, Toronto, Montreal
Fielding Amusements, Montreal
Frank Kirke Novelty, Toronto
R. C. Gilchrist, Toronto, Montreal, Vancouver
J. Howey, Milford Bay
Knowles Bailey Ltd., Toronto
Laniel Amusements, Montreal
Lawrence Novelty, Montreal
Leader Coin Machine Co., Vancouver
Modern Coin Amusement Co., Regina
Music Distributing Co., Montreal.
New-Way Sales Ltd., Toronto
Wm. Pound Agencies, St. Johns, Nfld.
Pullmer & Co., Winnipeg.
Select Music Co., Vancouver
Siegel Dist'g., Toronto, Winnipeg, Montreal, Vancouver
St. Thomas Coin Sales, St. Thomas
Toronto Trading Post, Toronto
United Dist'g. Hawkesbury
United Music, c/o Alex Boudreau, Halifax.
Van Dusen Bros., Edmonton
Victory Novelty, Montreal
Western Music Machine Co., Edmonton
Winnipeg Coin Machine Co., Winnipeg

★ **WIRED MUSIC SYSTEMS**
R. C. Gilchrist Ltd., Toronto, Montreal, Vancouver
J. Howey, Milford Bay.
Music Dist'g. Co., Montreal
New-Way Sales Ltd., Toronto
Regent Vending, Ottawa
Siegel Dist'g., Toronto, Montreal, Winnipeg, Vancouver
Toronto Trading Post, Toronto
Winnipeg Coin Machine Co., Winnipeg

How to Boost 50c Plays

If an operator is disappointed in results when he installs machines with a 50-cent chute, the answer may lie in a first-person education program, according to Tony Biase, music operator.

Biase, who is currently converting most of his 55-machine phonograph string to 50-cent chutes wasn't so enthusiastic a year and a half ago. When he introduced his first 200-selection machines equipped with the jumbo chutes he chose 10 spots--all capable of maximum revenue--into which the 200's were rushed. In each case, Biase spent what he thought was an adequate amount of time in explaining the advantages of the 50-cent device to the location owner, manager, or person in charge.

"I thought I had wasted quite a bit of investment when the 50-cent chute proved a complete dud," Biase said.

"At the end of the first month, there weren't enough half-dollars in the coin box to provide any encouragement at all. In fact, I had just about concluded that people simply wouldn't spend 50 cents for music. Talking to other operators convinced me, however, that perhaps I hadn't done a thoro job of enlisting location owner co-operation. So I went around and began asking questions."

In one location after another, Biase was astonished to find nothing but a puzzled stare when he asked employees at such locations as restaurants and cocktail lounges whether they had any idea why the 50-cent chute wasn't being used.

In one spot, for example, which employs seven waitresses during the evening hours, Biase didn't find a single one who remembered his brief introduction on the 50-cent chute, and who, of course, could scarcely be expected to recommend it to their customers. Checking further into the matter, Biase found that the location owner in most cases hadn't bothered to mention the seven-for-50-cents, "bargain feature" which the half-dollar chute actually offered.

Somewhat nettled, Biase hit upon a simple expedient to get results. One by one, he escorted waitresses over to the phonograph in restaurant and cocktail locations, handed each one a half a dollar, asked her to drop it in the chute and then invited, "Choose any seven selections." This bit bit of practical demonstration "got thru" where endless description appartently did not. Anyhow, things began to change on all fronts, and it wasn't long before half-dollars were dropping into Biase's coin boxes.

Determined to put still more emphasis on the half-dollar feature, Biase bought himself a rubber stamp kit, of the type which allows the owner to set up his messages and printed up small signs, 3 1/2 by 4 inches, which he tapes on the front of each machine.

The sign read simply, "Music Sale!--If 10-cent numbers are hard on your pocketbook try our 50-cent special--seven records for a half a dollar!"

This clever bit of humor applied directly as a point of sale attraction, functioned so well that within a month's time, every habitue of his lead locations was thorly familiar with the half-dollar feature.

Now, each one of Biase's locations is showing at least 35 per cent of its take in half-dollars, play has increased across the board, and what was a definitely discouraging situation has changed to a brighter hue.

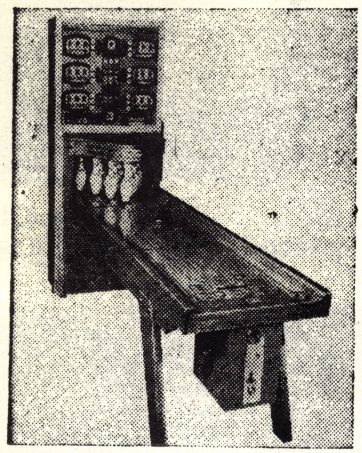
Credit Billboard

MR. VINC. BARRIE PRESIDENT OF ST. THOMAS COIN SALES

THE WINNING SMILE -- When Rosemary Catharine Keenan, Miss Canada of 1960 visited the City Hall to sign the city's guest book, she displayed the smile that capivated judges during the beauty contest held in Hamilton recently. With Miss Keenan is Mayor Vincent A. Barrie, who later entertained at a luncheon in her honor at his home on Stanley street.

PRODUCT NEWS

United Ships "3-Way" Shuffle



Bill DeSelm of United Manufacturing Company, Chicago, announced the release of United's new "3-Way" shuffle alley.

"The best way to describe our '3-Way' shuffle alley," said Mr. DeSelm, "is to merely say that it is 3 popular games in 1, suitable for use on every location.

"Sample shipments are now being made to United's distributors," continued Mr. DeSelm, "and we urge operators to look this terrific game over, and play it."

"3-Way" shuffle alley, a 6 player game, comes in 2 models, the regular 3-way shuffle alley, and the De Luxe model, which has the 3-way Match Feature.

The game features "Flash scoring," which has the traveling light moving across the playboard for high score. The player can also play regulation scoring. This has all the features of regulation bowling. Bonus scoring offers bonus frames for high score. "3-Way" shuffle alley is 8 1/2 feet in length.

* * *

Williams "Titan" Gun

Sam Lewis of Williams Electronic Manufacturing Company, announced the company's new rifle target amusement game, "Titan".

"We very proudly announce 'Titan's' release to the trade," Mr. Lewis said, "for it is definitely a great successor to our previour stellar gun games, 'Vanguard', 'Hercules,' and 'Crusader'."

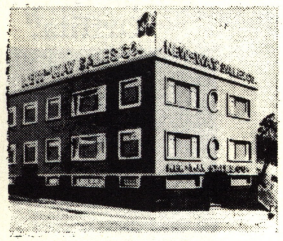
"All three of our previous rifle games racked up enviable sales and record breaking production schedules", said Mr. Lewis, "and by all appearances 'Titan' will surpass even these fine records."

'Titan' is a bouncing ball target game, which has the target area on the playfield laid out so that the bouncing balls fall into line on the back. The player launches the balls by shooting at targets under the ball holes.

A new "super hole" has been placed at the bottom of the playfield, in the center of the target area. This feature triples the score when it is made. 2 light targets at each side of the playfield launch all balls when lit.

Another feature Mr. Lewis made particular mention of is the lighted scoring area above the playfield, which has a picture of a rocket thrust forward into the Universe.

"We are particularly proud of the beautiful cabinet," said Mr. Lewis, and we must emphasize that this cabinet was designed to fit into any size location, regardless of how large or small it is. The most important consideration is, of course, that it will definitely bring in high earnings to the location and the operator.



NEW-WAY SALES CO.

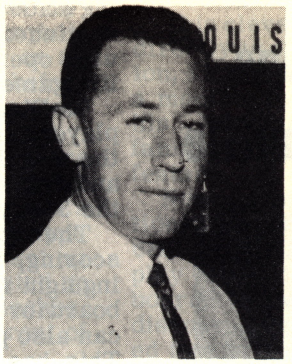
1266 Queen Street West, Toronto.
Telephone LE. 1-9751

I am pleased to announce to my many friends that I am now the official Rock-Ola representative for Southern Ontario and I will be happy to hear from all who are interested in the finest Hi-Fidelity Sound and Tru-Stereophonic Fidelity equipment. It will be my pleasure to provide service for this truly dependable equipment.

JERRY JANDA.

Maurice Rubenstein
Hawkesbury.

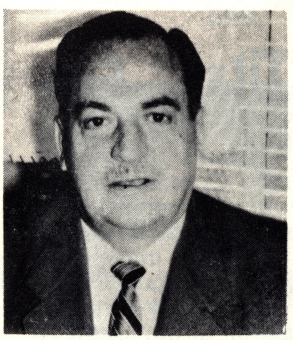
**Nick Perry,
Calgary Operator.**



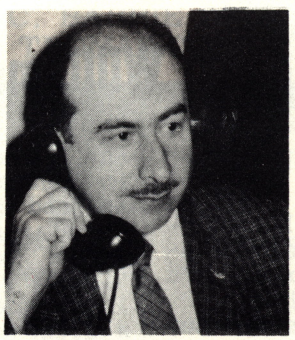
Bob Smith
National Rejectors,
Toronto.

**Ernie Chevalier,
Donald Fielding Co.**

**Dutch Meier,
Stratford.**



Wes Van Dusen,
Edmonton.

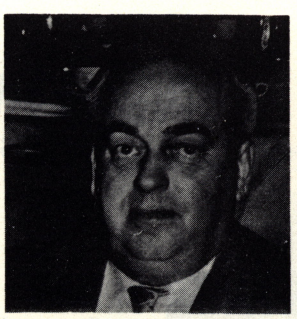


Lewis Rubenstein
Hawkesbury.

**Gord McFarlane
Northern Coin,
Orillia.**

**Mr. Boisvert
Simplex Phono
Sherbrooke.**

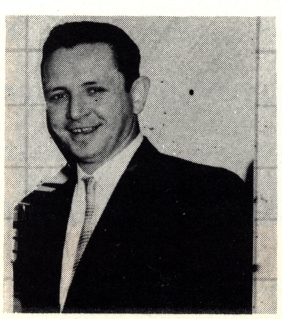
**Jack Hodgson,
Valley Music
Pembroke.**



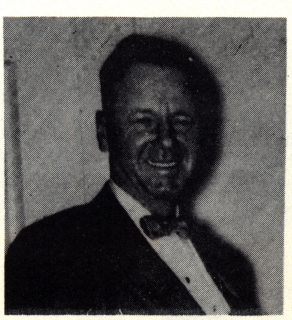
**Mr. Real Soucy,
Valleyfield
Amusement.**

**Sam Schneider
Montreal.**

**Mr. Cooper
Valley Music
Pembroke.**



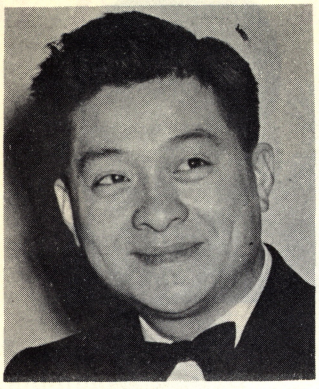
Jacques Trembley.



**Lou Garratt,
Medicine Hat,
Alta., Operator.**

Sam Mallek

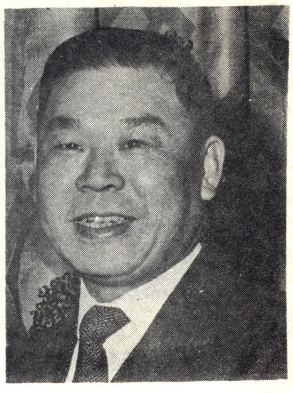
WELL KNOWN PERSONALITIES



Harry Ing,
Standard Novelty,
Morrisburg.

Hugh Monhan,
Cape Breton Novelty,

R. C. Gilchrist,
R. C Gilchrist Ltd.,
Toronto.



Kenneth Tom,
Montreal.

Wally Wilson,
Wilson Amusements,
Winnipeg.

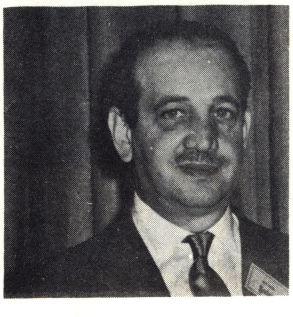
Jimmy Gauvreau,
R. C. Gilchrist Ltd.,
Montreal.

Lawrence Drapkin
Montreal.

Vincent A. Barrie,
St. Thomas.

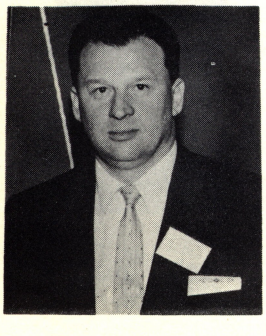
Al Clavir,
Toronto Trading Post.

Sol Mentz,
Toronto Coin Machine.



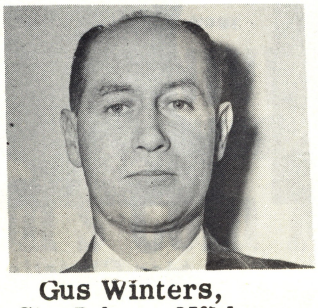
Mac Levin,
Regent Vending.

Ray Cafik,
[redacted]

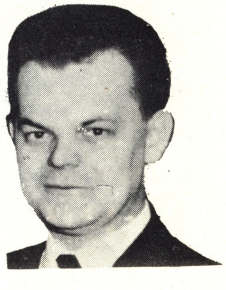


Art Lipton,
Toronto.

Al Charles,
Siegel Vancouver Office.



Gus Winters,
St. Johns, Nfld.



Jean Coutu,
Laniel Amusements.

Ken McPhail,
Toronto.

Frank Kirke,
Kirke Novelties,
Toronto.

Raymond Gouthier
St. Jean.

Dale Johnston,
British Columbia.

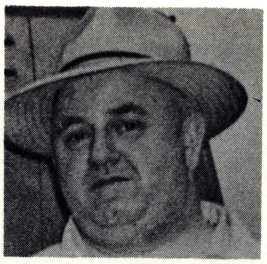
R. Poulin,
Poulin Amusements,
Quebec City.

Mr. Morin,
Magella Music,
Amos, Que.

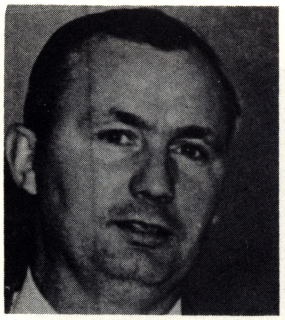
Real Pissoneault

Bill Bisson,
Fort William.

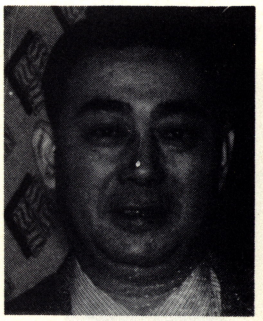
Mortimer Schwartz



Lebaron Reid,
Moncton, N.B.



Art Smith,
Can. Coin Machines,
St. Catharines.



Stanley Chin,
Toronto.

Al Siegel,
Siegel Amusements,
Toronto.

Alec Christie

Knowles Bailey
Knowles Bailey Ltd.

Robt. Rotelli,
Joliette, Que.

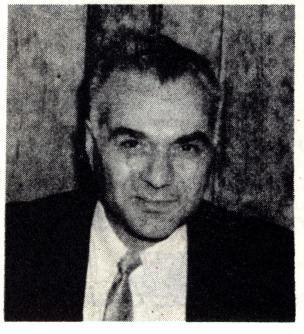
WELL KNOWN PERSONALITIES

Front-- Al Knapp, Jack Knapp,
Back--Geo Knapp, Pete Sacco.

Max Rishor

Eugene Chevrier
One Stop Record Service
Toronto.

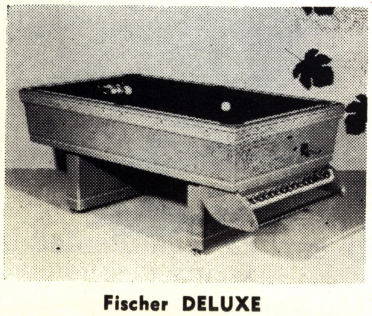
Mr. Boretzky
Silver Amusements,
Montreal.



C. Buraglia
Maritime Amusement
Bathurst, N. B.

POOL TABLES

Fischer IMPERIAL VII



Fischer DELUXE

Wally Wilson says...

CONGRATULATIONS...

on your

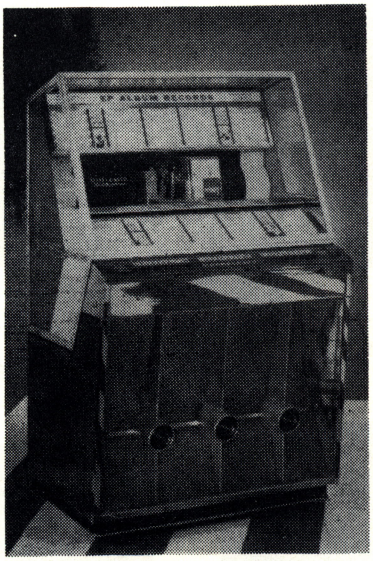
13 th ANNIVERSARY ISSUE

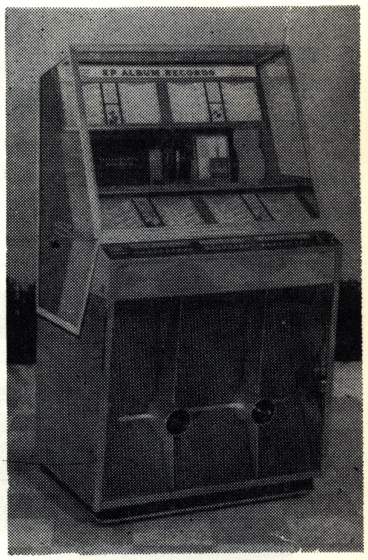
Wilson's Coin Machine Exchange

161 Pacific Ave. E WINNIPEG, MAN

SEEBURG Phonographs

MODEL '201'
(200 Selections - 45 rpm 1958)





MODEL '161'
(160 Selections - 45 rpm 1958)

Distributors

Canada

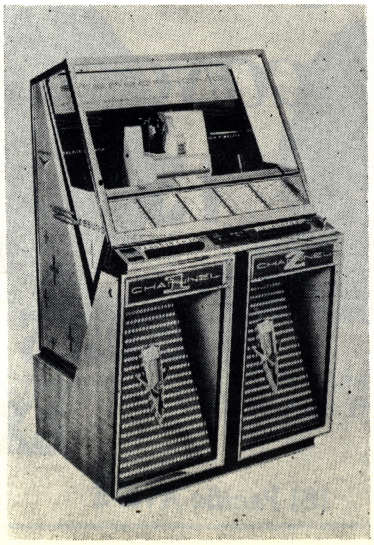
R. C. GILCHRIST (QUEBEC) LTD.
1316 Notre Dame St. W.
MONTREAL, QUEBEC, CANADA

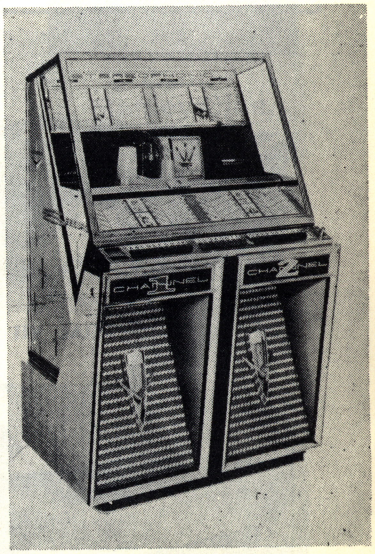
R. C. GILCHRIST, LTD.
33 Dundas St., W.
TORONTO, ONTARIO, CANADA

R. C. GILCHRIST, LTD.
1795 W. Fourth Ave.
VANCOUVER, B.C., CANADA

MODEL '100'
(100 Selections - 45 rpm 1958)

MODEL '220'
(100 Selections - Stereo 1959)





MODEL '222'
(160 Selections - Stereo 1959)

WURLITZER Phonographs

Distributors

Canada

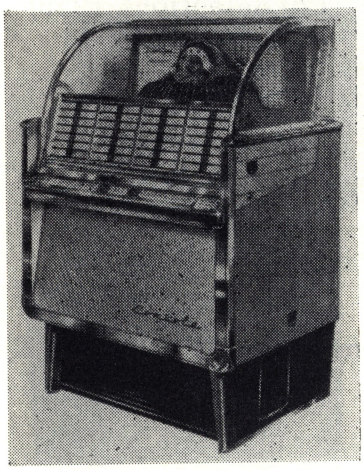
SIEGEL DIST. CO., LTD.
637 Yonge Street
TORONTO, ONTARIO, CANADA

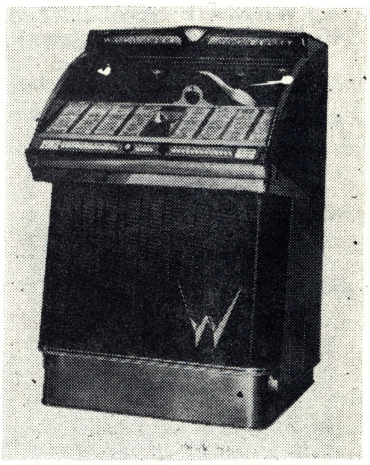
SIEGEL DIST. CO., LTD.
735 Chatham Street
MONTREAL, QUEBEC, CANADA

SIEGEL DIST. CO., LTD.
683 E. Hastings St.
VANCOUVER, B. C., CANADA

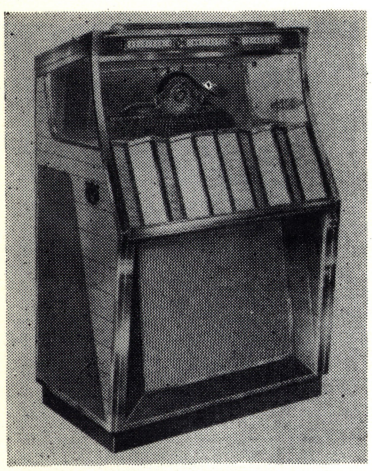
SIEGEL DIST. CO. LTD.
Davis Drive
NEWMARKET, ONT., CANADA
(Factory)

MODEL 2204
(104 Selections - 45 rpm 1958)



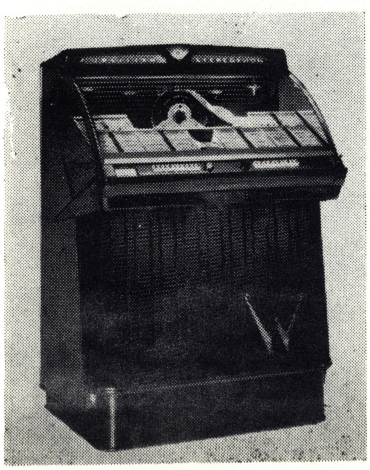


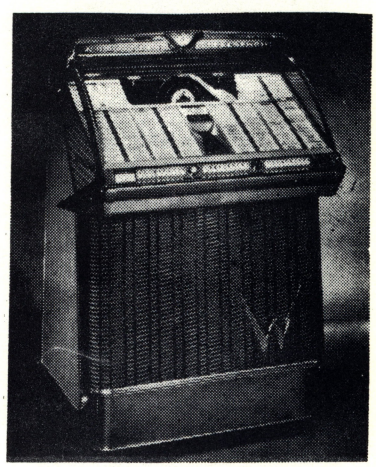
MODEL 2304
(STEREO OR MONAURAL)
(104 Selections 1959)



MODEL 2250
(200 Selections - 45 rpm 1958)

MODEL 2310
(Stereo or Monaural)
(100 Selection 1959)





MODEL 2300
(STEREO OR MONAURAL)
(200 Selections 1959)

ROCK-OLA Phonographs

DISTRIBUTORS

WILLIAM POUND AGENCIES
68 Water St., St. John's, Nfld.

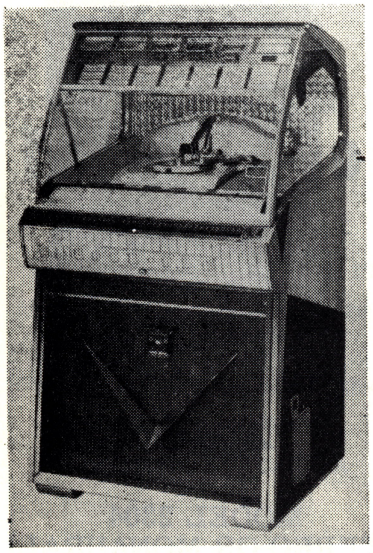
LAWRENCE NOVELTY CO.
540 Boucher St., Montreal, Que.

SELECT MUSIC CO.
1803 Commercial Drive,
Vancouver, B.C.

VAN DUSEN BROS.
10139 112th Street,
Edmonton, Alberta.

A. PULLMER COMPANY
45 Scotia St., Winnipeg 4, Man.

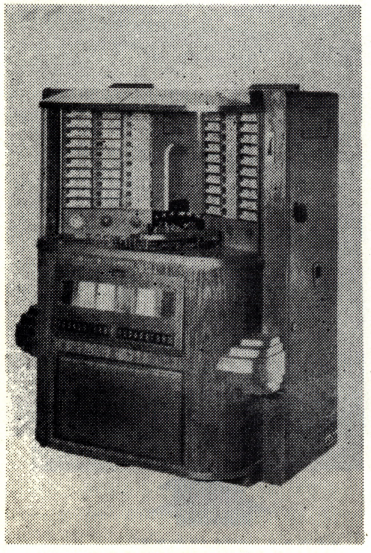
JACK L. HOWIE
MILFORD BAY, Ont.



MODEL 1465
(200 Selections - 45 rpm 1958)

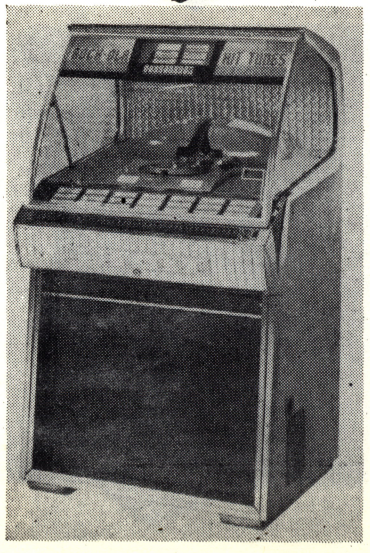
MODEL 1468
(Stereo or Monaural)
(120 Selections 1959)

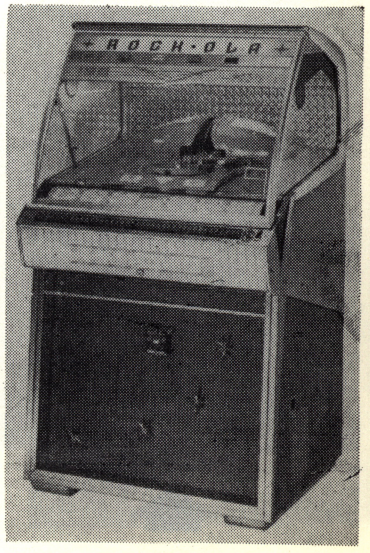
MODEL 1475
(Stereo or Monaural)
(200 Selections 1959)



MODEL 1464
(Wall Type Phono 1958)

MODEL 1462
(120 Selections - 45 rpm 1958)

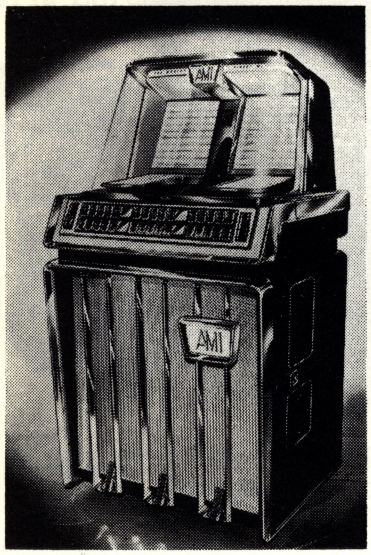


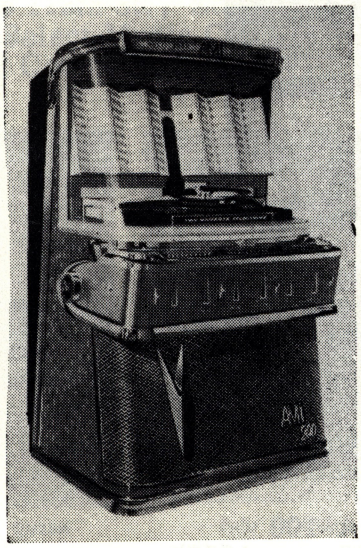


MODEL 1458
(50 Selections - 45 rpm 1958)

AMI Phonographs

MODEL 'J'
(Stereo or Monaural)
(200 Sel. Elec.) (200 Sel. Man.)
(120 Sel.) (100 Sel.) (1959)





MODEL '1-200'
(200 Selections - 45 rpm 1958)

Distributors

Canada

LANIEL AMUSEMENT, INC.
1807 Notre Dame St., W.
MONTREAL, QUE.

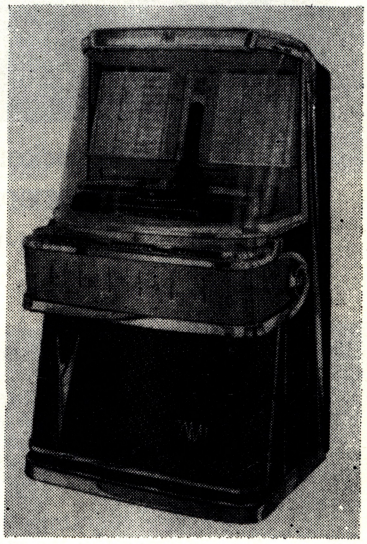
MONARCH C.M. CO.
211 Rupert Ave.
WINNIPEG, MAN.

TORONTO TRADING POST, LTD
736 Yonge St.
TORONTO, ONT.

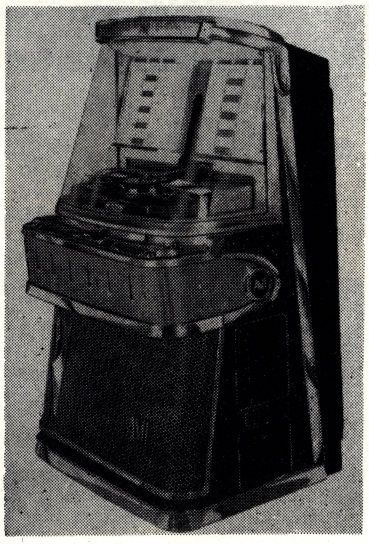
WESTERN MUSIC MACHINE CO
9916 Jasper Ave.
EDMONTON, ALBERTA

WINNIPEG C. M. CO.
209 Pacific Ave.
WINNIPEG, MANITOBA

MODEL '1-100'
(100 Selections - 45 rpm 1958)

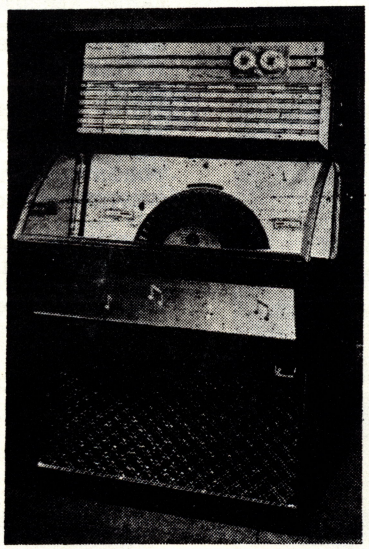


MODEL '1-200M'
(200 Selections - 45 rpm 1958)

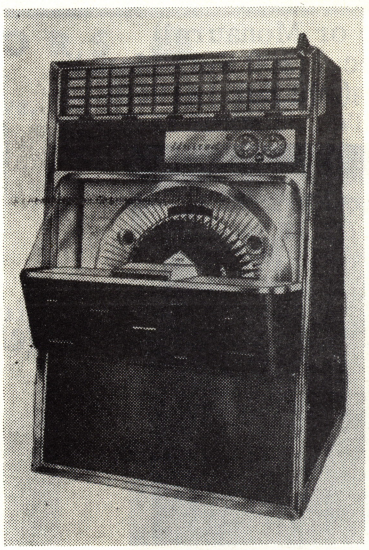


MODEL '1-120'
(120 Selections - 45 rpm 1958)

UNITED Phonographs



MODEL UPA-100
(100 Selections - 45 rpm 1957)



MODEL UPB-100
(Stereo or Monaural)
(100 Selections 1959)

TO CELEBRATE THE SECOND YEAR OF OPERATION IN NEW PREMISES AT 768 NOTRE DAME AVENUE, WINNIPEG, MANITOBA, WINNIPEG COIN MACHINE CO. IS PROUD TO OFFER THE FOLLOWING GREAT FALL SALE OF NEW AND USED COIN OPERATED EQUIPMENT.

ROCKOLA:

MODEL	SELECTION	YEAR	PRICE
1438	120	1954	$ 350.00
1446	120 Hi-Fi	1954	425.00
1455	200	1957	795.00
1458	120	1958	895.00
1465	200	1958	975.00
1468	120	1959	1275.00
1468	120 Stereo	1959	1375.00
1475	200	1959	1375.00
1475	200 Stereo	1959	1475.00
1618	Stereo wall speaker	1959	150.00
1555	Dual wall box 200	1959	170.00

A.M.I.:

MODEL	SELECTION	YEAR	PRICE
D-40	40 (78 R.P.M.)	1951	$125.00
G-40	40 (45 R.P.M.)	1955	275.00
G-200	200	1956	525.00
H-120	120	1957	700.00
H-200	200	1957	750.00
WQ Wall box 200			155.00

Mechanism of G and H Models have been changed to Roller switch.

JUST LOOK WHAT YOU GET!

Now operators it's the time to change from 78 R. P. M. to 45 R. P. M. and here you have the chance to buy new or full reconditioned machines for tremendous low prices before the new 1960 Rockola comes on the market.

WRITE, WIRE OR PHONE OR COME TO SEE US
FOR THE FAST, BEST AND DEPENDABLE SERVICE
YOU GET ONLY FROM
THE ROCKOLA DISTRIBUTOR

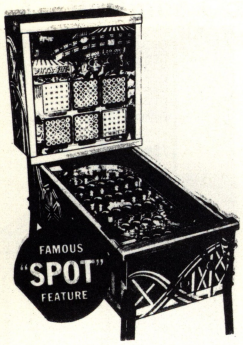
Winnipeg Coin Machine Co.

768 Notre Dame Ave., Winnipeg 2, Man.

1959 Bally AMUSEMENT MACHINES

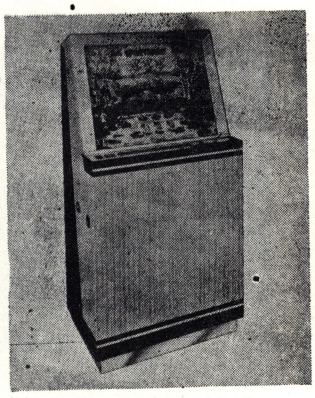
DISTRIBUTORS

Laniel Amusement Inc., 1807 Quest Rue Notre Dame, Montreal.
Kiddieland Amusements, Box 936, Regina.
Sterling Amusement Co., 2142 Lorene St., Regina.
Siegel Distributing Co., 283 Madison St., Winnipeg.
Resort Attractions, 209 Pacific Ave., Winnipeg.
Van Dusen Brothers, 10139 112th St., Edmonton.
Select Music Co., 1803 Commercial Drive, Vancouver.
Toronto Trading Post, 736 Yonge St., Toronto.
Siegel Distributing Co., 637 Yonge Street, Toronto.
William Pounds Agency, 69 Water St., St. Johns, Nfld.

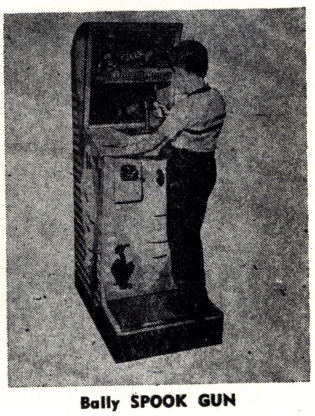


Bally LOTTA FUN

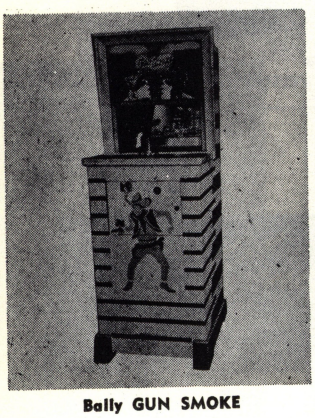
Bally CARNIVAL QUEEN



Bally SPORTSMAN

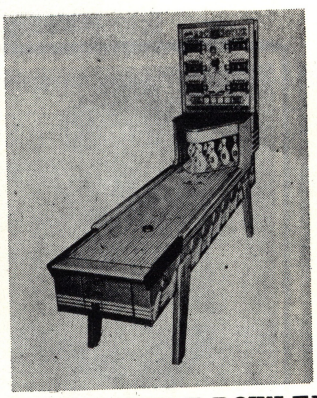


Bally SPOOK GUN

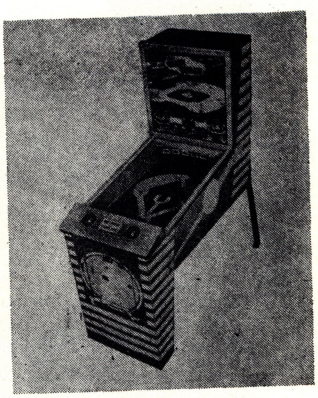


Bally GUN SMOKE

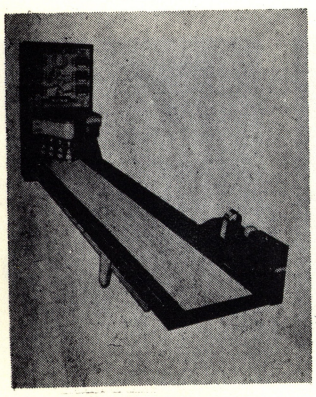
Bally BALLERINA



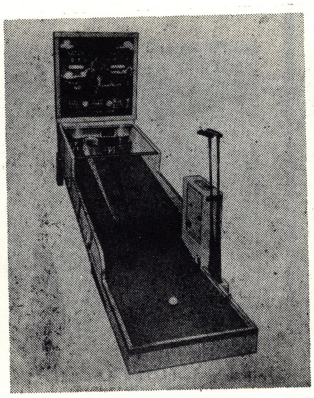
Bally ABC SHUFFLE BOWLER



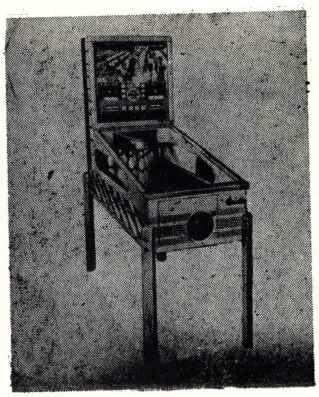
Bally HEAVY HITTER



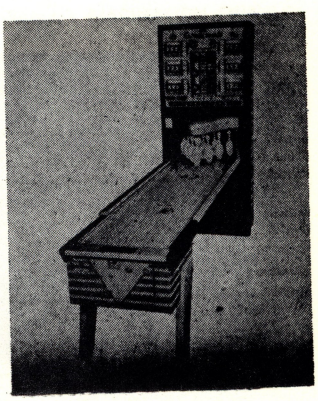
Bally LUCKY ALLEY
Bell BOWLER



Bally's GOLF CHAMP



Bally's ALL STAR DELUXE BOWLER



Bally CLUB BOWLER

UNITED MANUFACTURING COMPANY

Distributors

KOIN KING VEND. SERVICE, LTD.
1356 Eglenton Ave., W.
TORONTO, ONT.

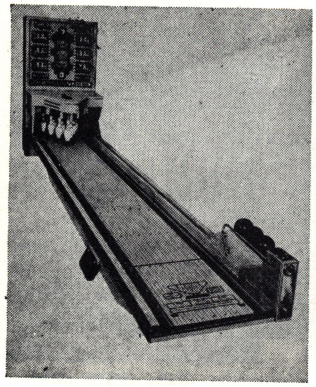
LANIAL AMUSEMENTS, INC.
1807 Quest, Rue Notre Dame, W.
MONTREAL, QUEBEC

GUS WINTER, LTD.
332 Water St.
ST. JOHNS, NEWFOUNDLAND

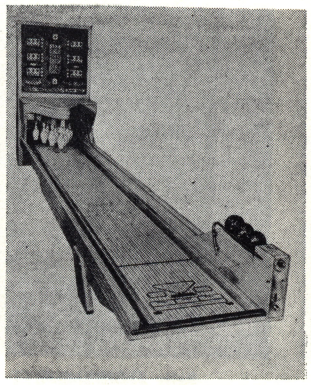
TRANS COIN DISTRIB.
58 Gerrish St.
HALIFAX, N. S.

BALL BOWLERS

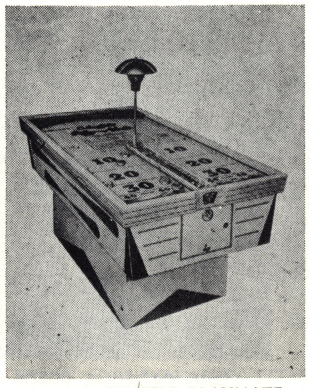
SHUFFLE BOWLERS



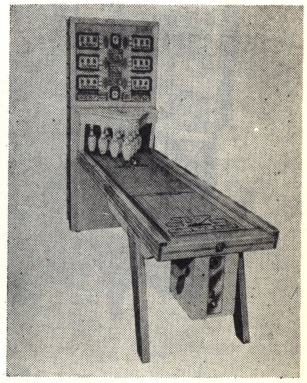
United's DUPLEX



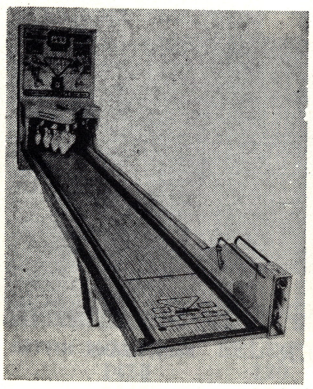
United's ADVANCE BOWLER



United's SHUFFLE PLAYMATE

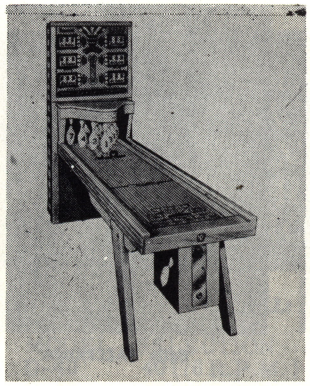


United's DUAL

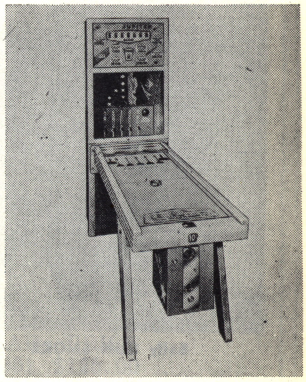


United's SIMPLEX

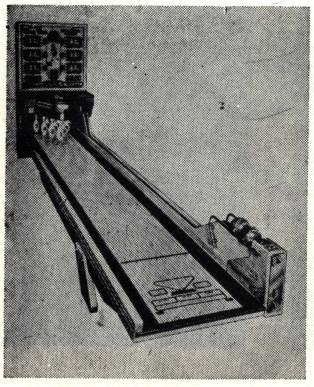
United's SKY RAIDER



United's ATLAS

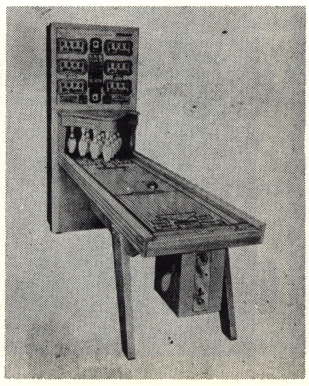


United's JUPITER

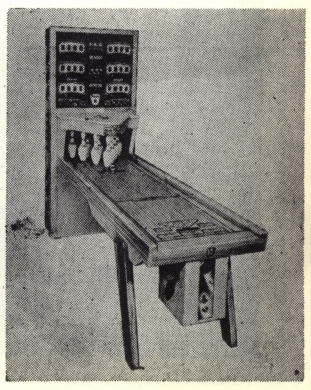


United's PLAYTIME

United's BASEBALL



United's FLASH



United's CYCLONE

D. GOTTLIEB & CO.

1959

AMUSEMENT MACHINES

DISTRIBUTORS

Laniel Amusement,
Montreal, Quebec
Toronto Trading Post,
Toronto, Ontario
Van Dusen Brothers,
Edmonton, Alberta,
A Pullmer Company,
Winnipeg, Manitoba

Gottlieb's QUEEN OF DIAMONDS

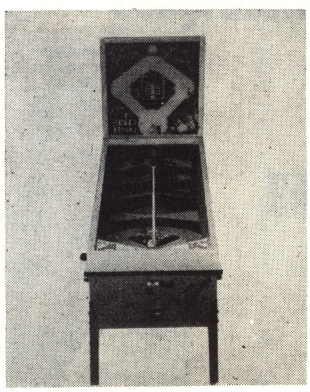
Gottlieb's STRAIGHT SHOOTER

Gottlieb's CONTEST

Gottlieb's DOUBLE AGTION

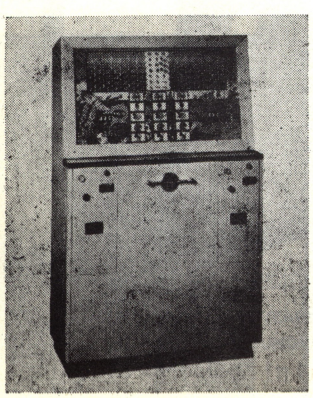
Gottlieb's PICNIC

J. H. Keeney & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

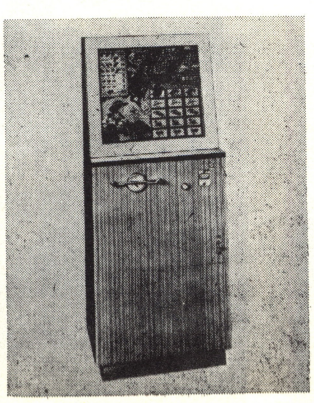


Keeney's LEAGUE LEADER BASEBALL

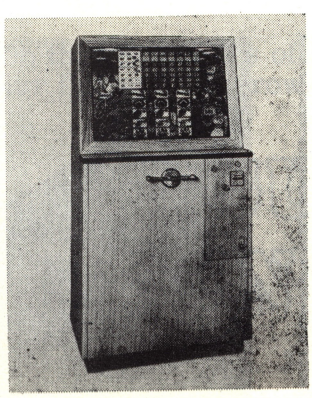
Keeney's FASCINATION SHUFFLE



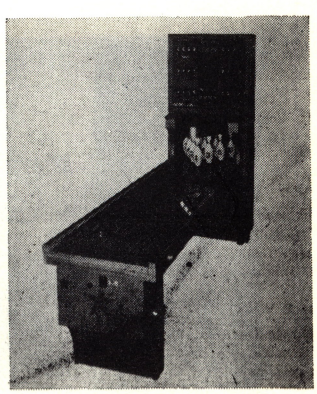
Keeney's BIG TENT



Keeney's BIG ROUNDUP

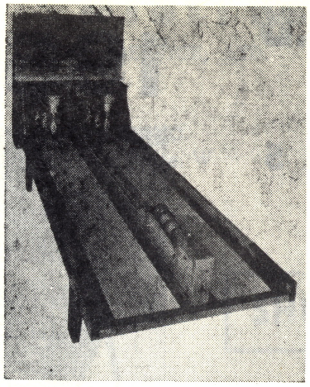


Keeney's SHAWNEE

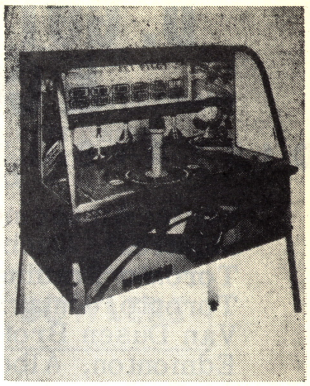


Keeney's JEWEL BOWLER

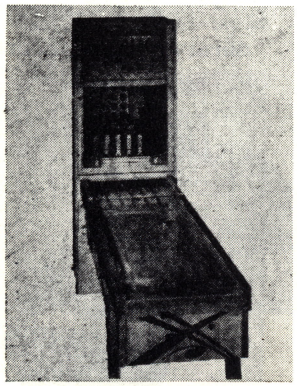
1959
chicago coin
GAMES



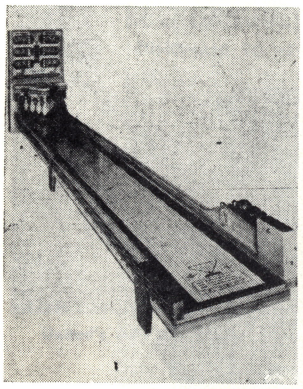
Chicoin's TWIN BOWLER



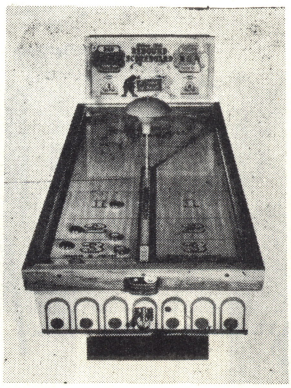
ChiCoin's JET PILOT



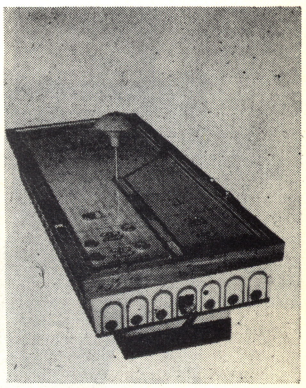
Chicoin's SHUFFLE EXPLORER BOWLER



Chicoin's KING BOWLER



ChiCoin's REBOUND SCOREBOARD

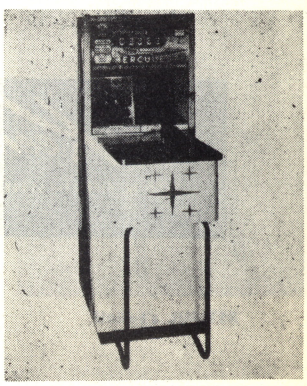


ChiCoin's REBOUND SHUFFLE

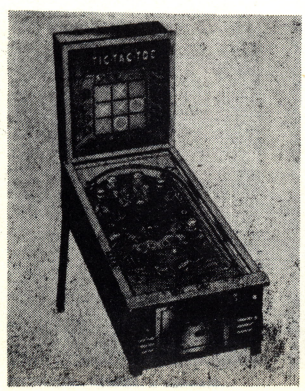
Williams

AMUSEMENT MACHINES

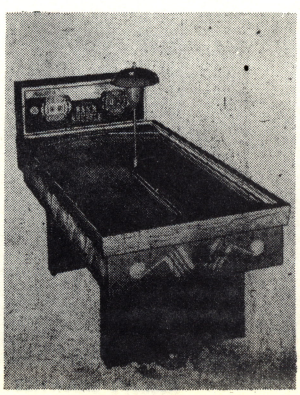
Williams' 3D



Williams' HERCULES

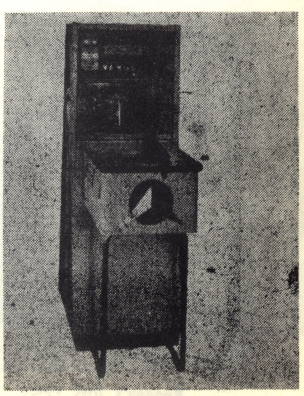


Williams' TIC TAC TOE



Williams' BANK SHUFFLE

Williams' GUSHER



Williams' VANGUARD

Kiddie Coin Ride AMUSEMENT MACHINES Work on Tight Margin

As Canada has over 1,700,000 kids in the 5 to 9 age bracket--and birth rates zooming at rate of half a million a year---the kiddie ride field is a large one.

When established and conservative firms such as Eatons and Loblaws are in the kiddie ride field--it shows that this field is bound to grow even bigger.

Many operators of kiddie rides claim that they also get kids in the 10 and even older age brackets to clamor for rides.

But, the majority maintain that the 5 to 9 age group is the most prominent, even tho there are a large number of riders in the 2 to 4 age bracket.

This, it is believed by all in the field, is a much bigger market than has ever before existed for any one type of specialized product in the amusement category.

Of course it is interesting, and very pleasant, to see mothers fathers seat their 2, 3 and 4 year olds into kiddie rides of all kinds, and carefully watch them enjoy such rides to an almost indescribable extreme.

But the big business continues in the 5 to 9 age group.

But, the coin-operated kiddie ride trade, like many other businesses has had to tighten its money spending because of rising costs and resulting slimmer profits.

As in other fields, smaller operators have to tread carefully and balance costs with income in case they fall behind.

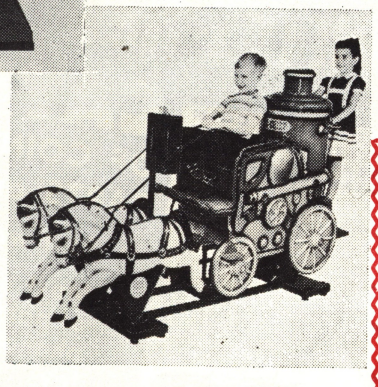
Some smaller operators feeling the pinch, split commissions 50-50 to locations (rather than leave it at the 65%-35% or 60%-40%.) This of course only resulted in many of their operators being priced out of business.

Across Canada many of the operators are diversifying their kiddie ride routes with vending units putting them along side at good locations.

There are 3 items--now very familiar to the coin operating field--which keep operators off kiddie coin operated machines in a precarious position:

1. Mounting costs of repairs and service
2. Skyrocketing license and tax fees
3. Rising cost of equipment.

Bally CHAMPION



Bally FIRE CHIEF

LOCATION TESTED FOR TWO YEARS AT CALIFORNIA'S FAMOUS TRADER HORNS JUNGLE COMPOUND

Dist'd. in Canada by

Van Dusen Bros., Edmonton.

Congratulations

TO

Eddie Sargent

&

COIN BOX

On thirteen years of pushing and helping our industry to grow.

"GUS" WINTER

337 Water St., St. John's, Newfoundland.

THIS OPERATOR DOESN'T MINCE WORDS!

Winnipeg, Man.

Dear Sir:

Enclosed please find cheque for $50 as a contribution towards the expenses incurred re: CAPAC.

We would like it if you would publish in Coin Box our opinion of an Association for coin machine operators and the suggested reducing of money split between locations and operators. Winnipeg Coin was the first to suggest a year ago such an Association in Manitoba. This was after certain coin machine operators moved into Manitoba and tried to ruin the coin machine business completely - so when we talk about federal organizations let's have a "clean face". Who was the one that brought higher percentages in Manitoba? Who was the one offering 3 months take and 50/50 split? Those are the people screaming today to have federal organizations because they see they are losing money.

Winnipeg Coin Machine were trying to co-operate with everybody but we hate double-crossers. Such people haven't any scruples in business and are trying to take advantage in such ways and get rid of the opposition. We understand that healthy competition in the coin machine business is necessary but not competition that is trying to ruin every other small operator. We fully agree with the opinions expressed in your magazine from operators across the country - this is very desirable but to tell the truth - can we trust each other?

This may be a bit strong for publication but we wanted you to hear our side of the question.

Yours truly,
Roman Kozoris, Manager.

A. B. T. Challenger Guns, 10 Shots 1¢	....	$50.00
Grip Scales	1¢ type	25.00
Whiz Ball	5 Balls for 1¢	10.00
Basketball	5 Balls 1¢	35.00
Baseball	5 Balls 1¢	35.00
Shoe Shine Machines	10¢ type	150.00
Venders	all kinds	5.00
Masters, Acorns, Toppers, Victors		up
Atom Guns	10 shots 1¢	35.00
Pool Tables	10¢ type 2 players with cues	100.00
Bear Guns	10¢ type	150.00
Guns of all kinds and makes	100.00	and up.
Music from	50.00	up.
Transformers for all games	15.00	up

Toronto Coin Machine Exchange

Parts for older machines on hand, Coin Shutes, Motors and etc.
Stamp Venders, Shipman 3 columns, Brand New $50.00 each
Kiddie Rides, as Rockets, Elsie The Cow, Austin Car, Horses from $150.00 up.
Amplifiers, Speakers.... Used Records.

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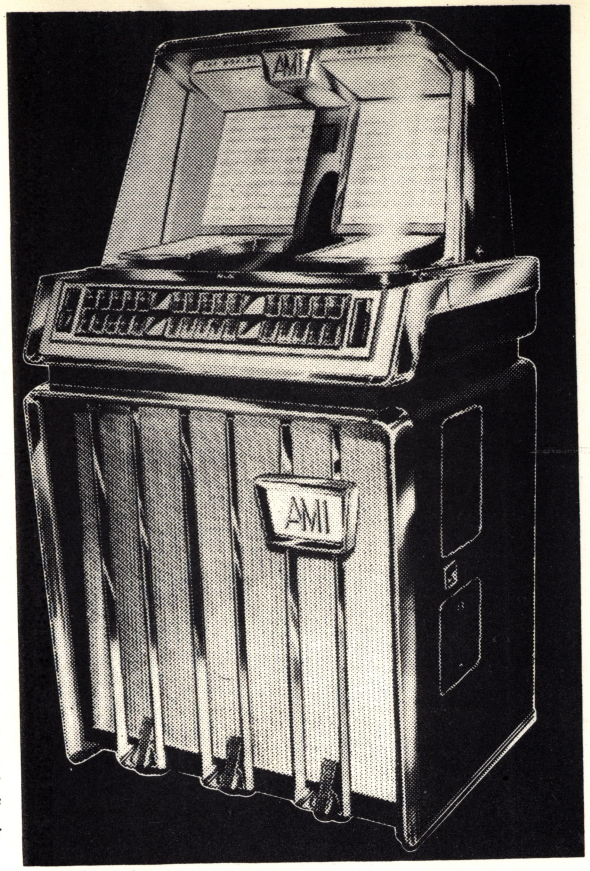

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